# Handicrafts

## OF TAMILNADU

ISSUED BY

THE DIRECTOR OF INDUSTRIES & COMMERCE. MADRAS-5.

# Introduction

The Handicrafts of India symbolise the great tradition and the rich cultural heritage of this ancient land. And Tamilnadu, the seat of Dravidian Culture, has won global reputation for its handicrafts of rare excellence and design. They comprise a wide range of utility and decorative articles like metalware, sculptures, wood carvings, pottery, leather goods, druggets and carpets, hand painted and printed textiles, embroideries, jewellery, pith work, palm leaf products, rattan work, korai mats, toys and host of other products.

For the discriminating buyer, the Handicrafts of the State offer the widest choice of the very best. The art collector and the souvenir hunter have such a fine range of arts and crafts to choose from the State.

In the pages that follow, mention has been made of some of the major handicrafts of the State. For the benefit of the prospective buyers, a list of sales emporia from which the handicraft products could be bought has been furnished.

A separate price list is also issued along with this catalogue for the convenience of our patrons.

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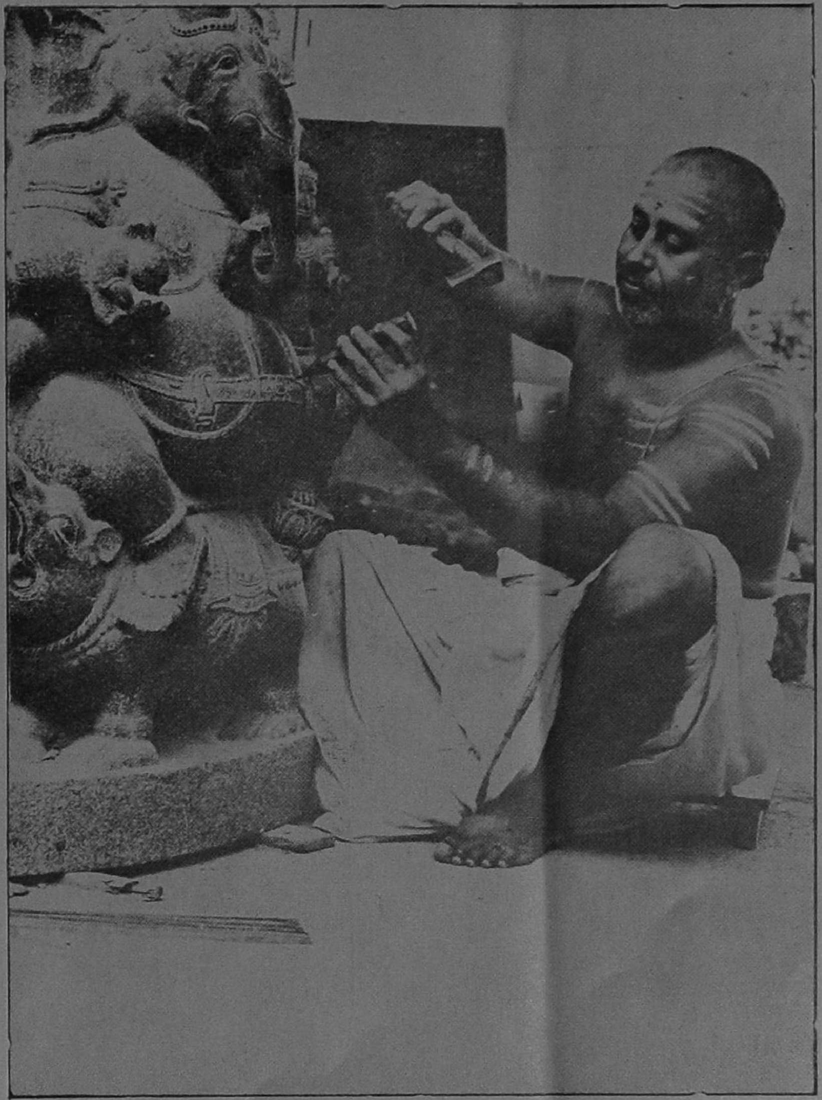
## State Government's efforts for promotion of Handicrafts

All possible steps are being taken by the Government of Tamil Nadu to preserve and promote the various Handicrafts in the State. There are a number of training centres where promissing young men are given stipendiary training under Master Craftsmen.

The craftsmen and successful trainees are given financial assistance so as to enable them to pursue the craft. Tools are also given to them free of cost. In some of the important craft centres, common work sheds, service centres and production units have been established. In most places, where there is a concentration of craftsmen, Industrial Co-operative Societies have been organised and they are aided financially and otherwise by the Government.

Towards promotion of sales, the State Government have established a sales emporium in each district and also one at New Delhi. and Bombay. Exhibitions are arranged periodically for propaganda, display and sale of handicrafts. The Tamil Nadu Handicrafts Development Corporation was formed on 1-8-73 to promote handicraft in the state. This corporation is gradually taking over all the activits of the Department of Industries in the field of handicrafts.



*Master craftsman at work* (61-*G*)

# STONE CARVING

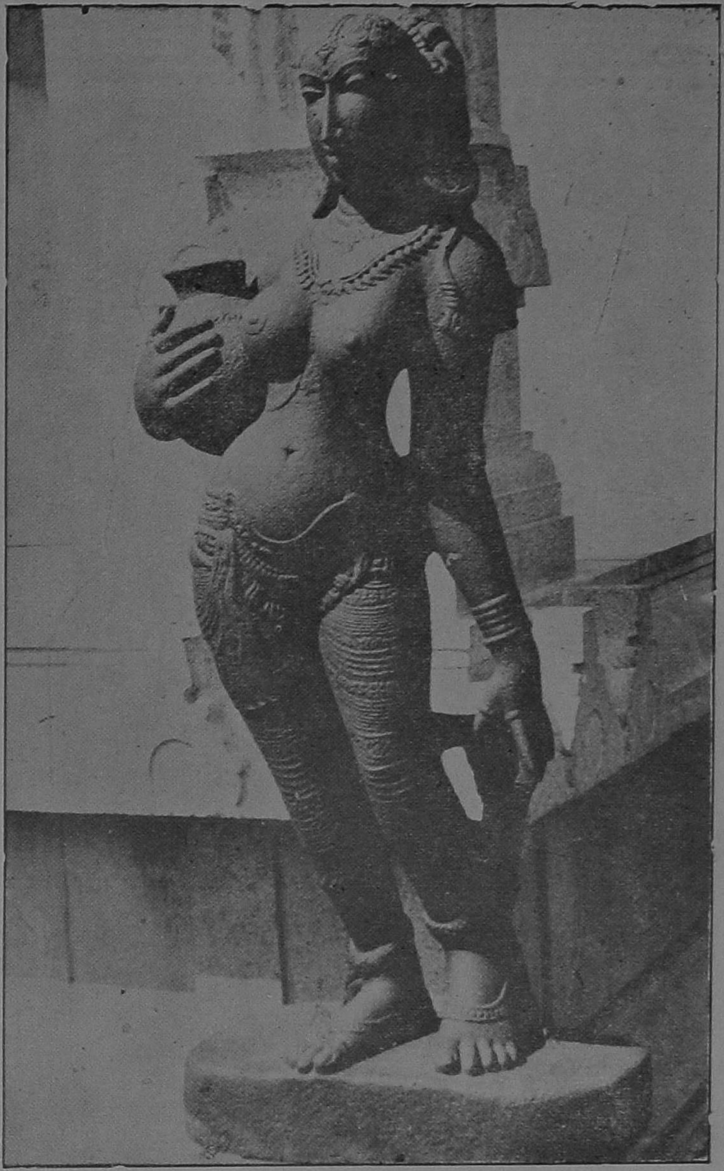
The magnificent sculptures of Tamil Nadu have always had a great fascination for people all over the world. Each temple a symphony in stone and each carved piece an original study in rhythm, form and expression, these superb works of art have been admired and studied for ages by all lovers of beauty and art. Miniature models of these enchanting treasures, carved by traditional craftsmen according to the formulae, and measurements prescribed in ancient treatises on sculpture, lend a touch of refined elegance and distinction to your home or make exciting presents.

Notable centres for sculptures in Tamil Nadu are Madras City, Mahabalipuram (Chingleput District), Mudaiyur (North Arcot District), Thirumuruganpoondi (Coimbatore District) and Mylaudy (Kanyakumari District.)

*N.B.*—For Code number details refer Price List.

*Trainees at work (Mahabalipuram)*

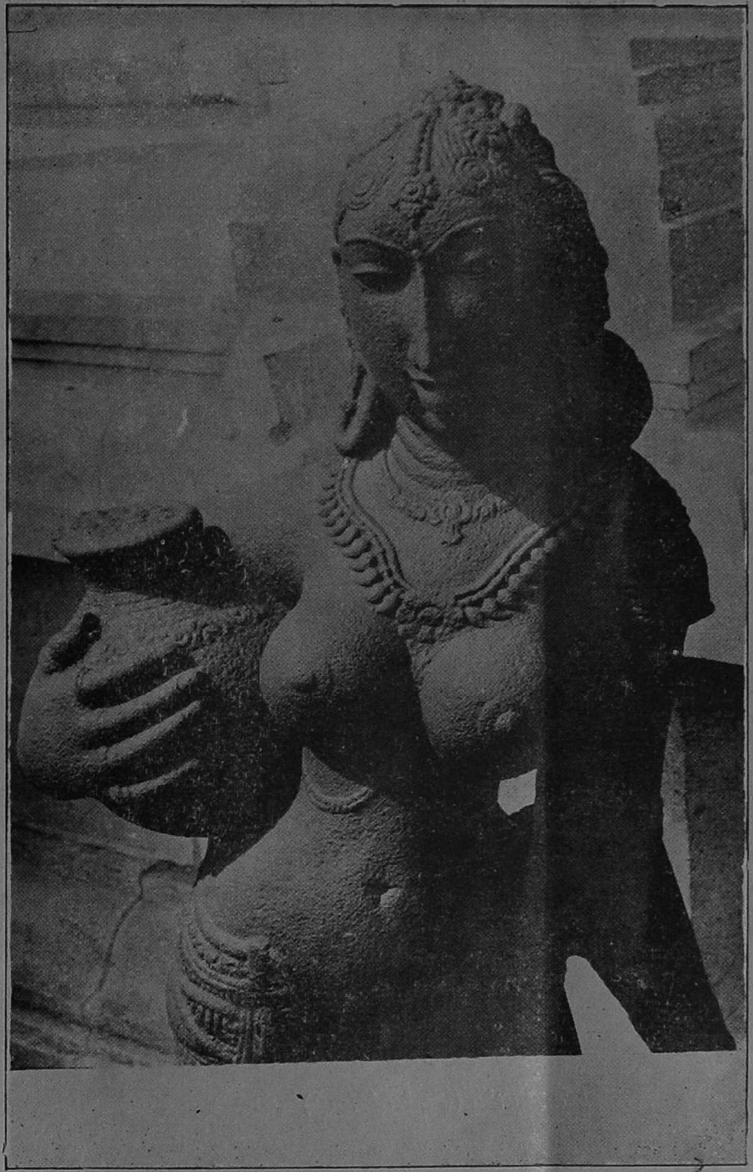
*Maiden with a lotus* (61-*G*)



*Shakuntala* (61-*G*)

*Maiden with lotus* (61-*G*)

*Maiden with a Swan oil lamp* (61-*G*)

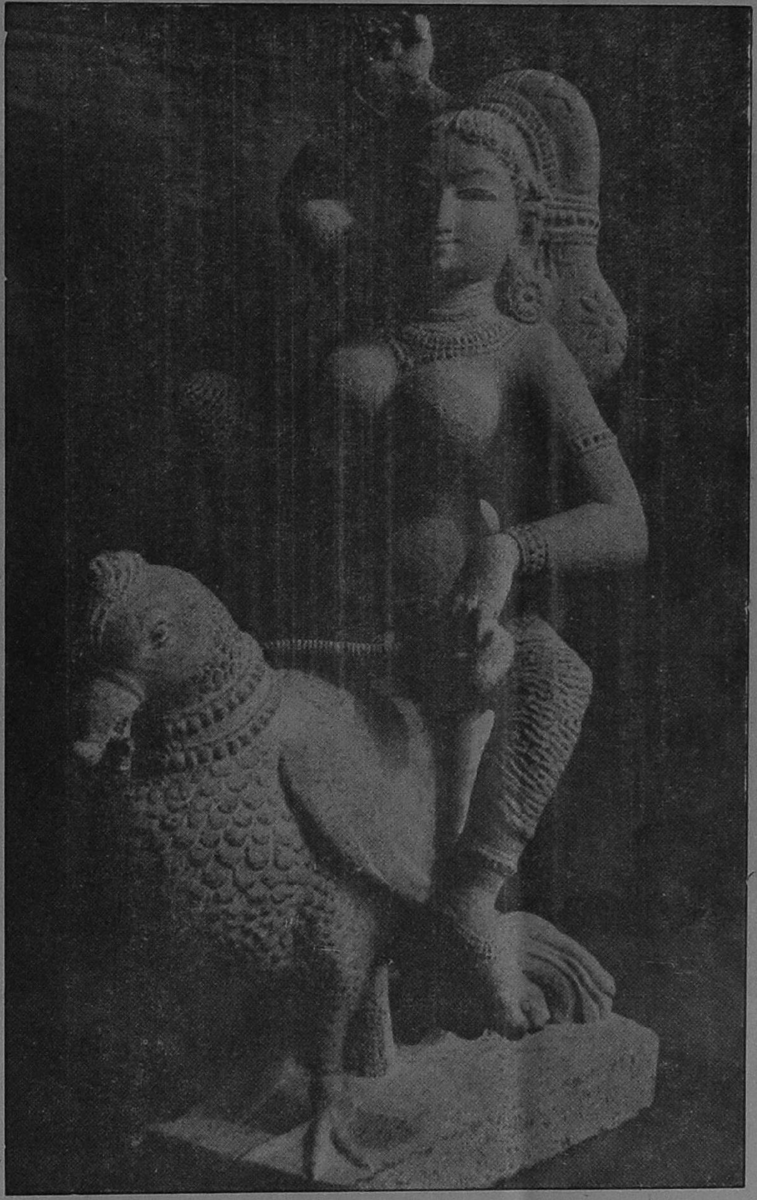


*Maiden with water pot* (61-*G*)

*Maiden* (*Profile*) (61 *G*)

*Lord Vishnu* (61-G)

*Manmatha* (*God of love*) (61-*G*)



*Rathi Devi (Goddess of love)* (61-*G*)

*Lord Shiva* (61-*G*)

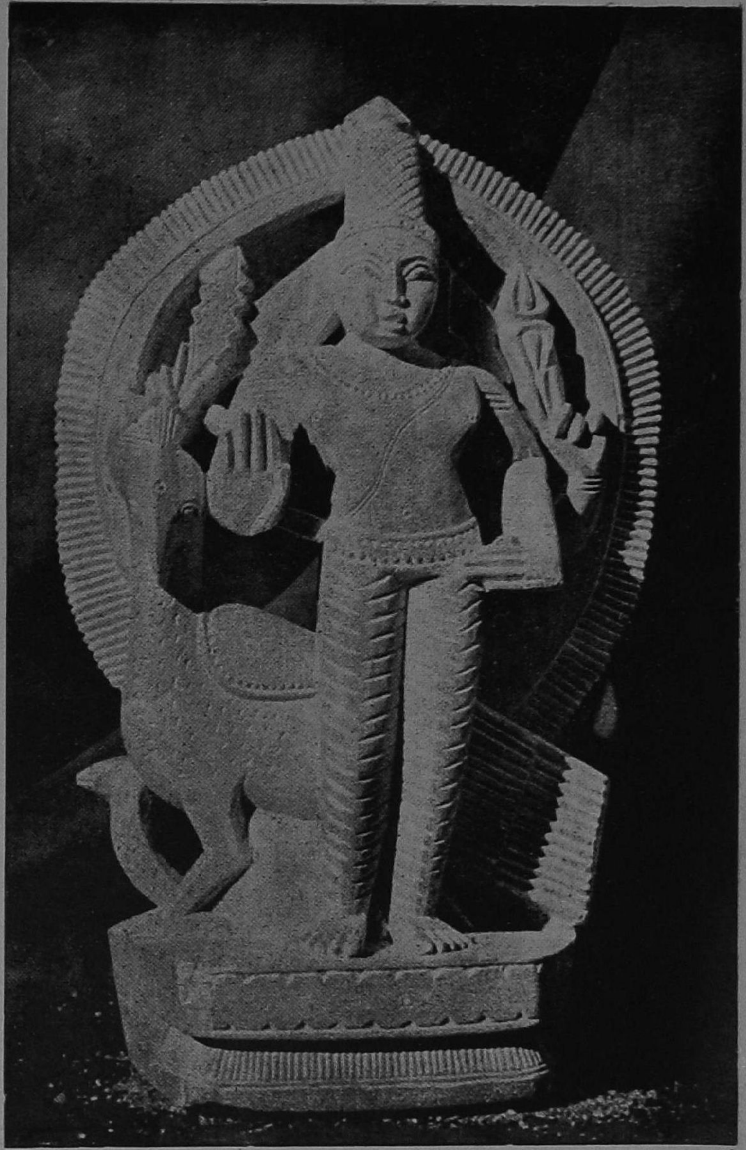
## SCULPTURE IN SOAP-STONE

Bold design and attractive workmanship are outstanding features of these Sculptures and the emphasis is on folklore.

Mudaiyur and Thiruvannamalai in North Arcot District, Omalur and Sammandapatti in Salem District are important Production Centres.

*Rama* *Saraswathi* *Vishnu* (61-*A*)

*Lord Muruga with consorts* (61-*A*)



*Lord Shanmuga with Peacock, His Mount* (61-*A*)

*Vinayaka* (61-*A*)

*Lord Ranganatha reclining on a coiled serpent* (61-*A*)

# BRONZE ICONS

The Bronze Icons of South India have for long enjoyed world-wide fame and appreciation.

They are known for their absorbing serenity of expression, the rhythmic sway and the dynamic symmetry of poses and perfection of poise and form. Indeed the art of these icons is not the language of any one time or any one place but a language that can be understood everywhere and eternally in the hearts of spiritual men.

Notable centres for Bronze Icons are Kumbakonam and Swamimalai (Thanjavur District), Kancheepuram and Kattupakkam (Chingleput District), Cuddalore (South Arcot District), Salem Town (Salem District) and Madras City.

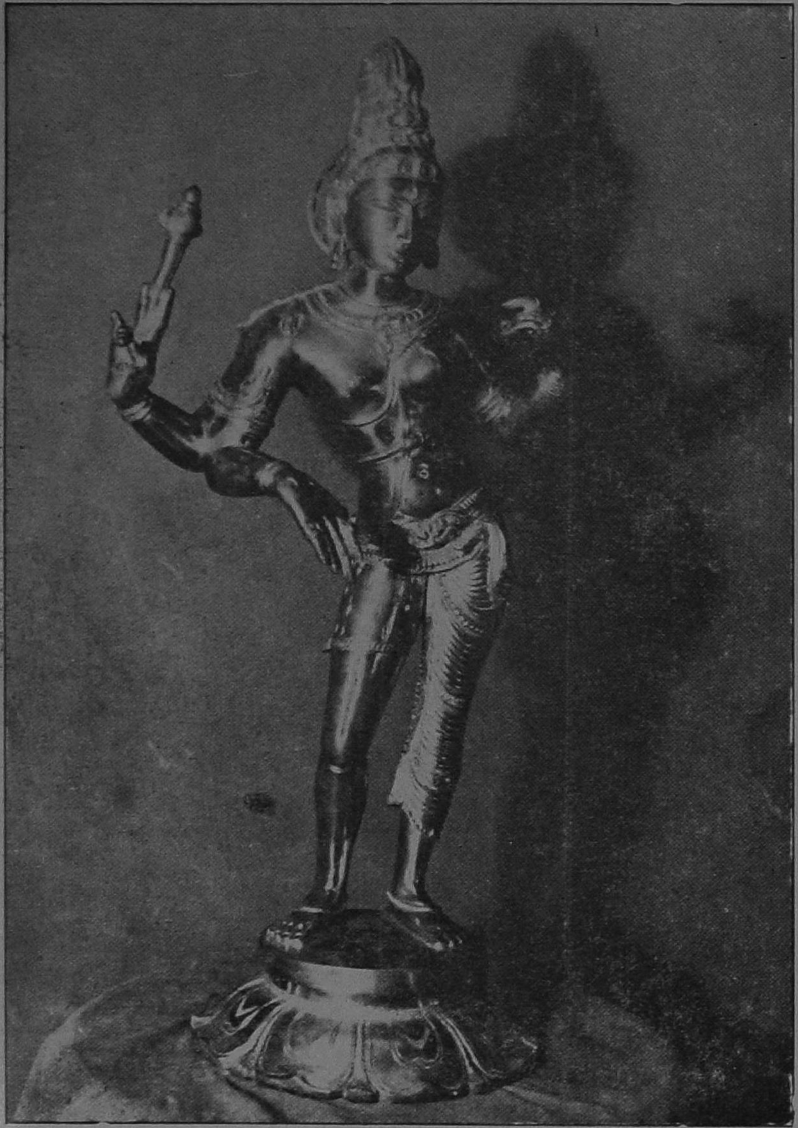
*Vinayaka* – (35-A)

*Lord Shiva* (35-*A*)

*Maiden* (*with creeper*) (35-*A*)

*Shiva and Parvathi* (35 *A*)

*Maiden with lamp* (35-*A*)



*Ardhanareeswarar* (35-*A*)

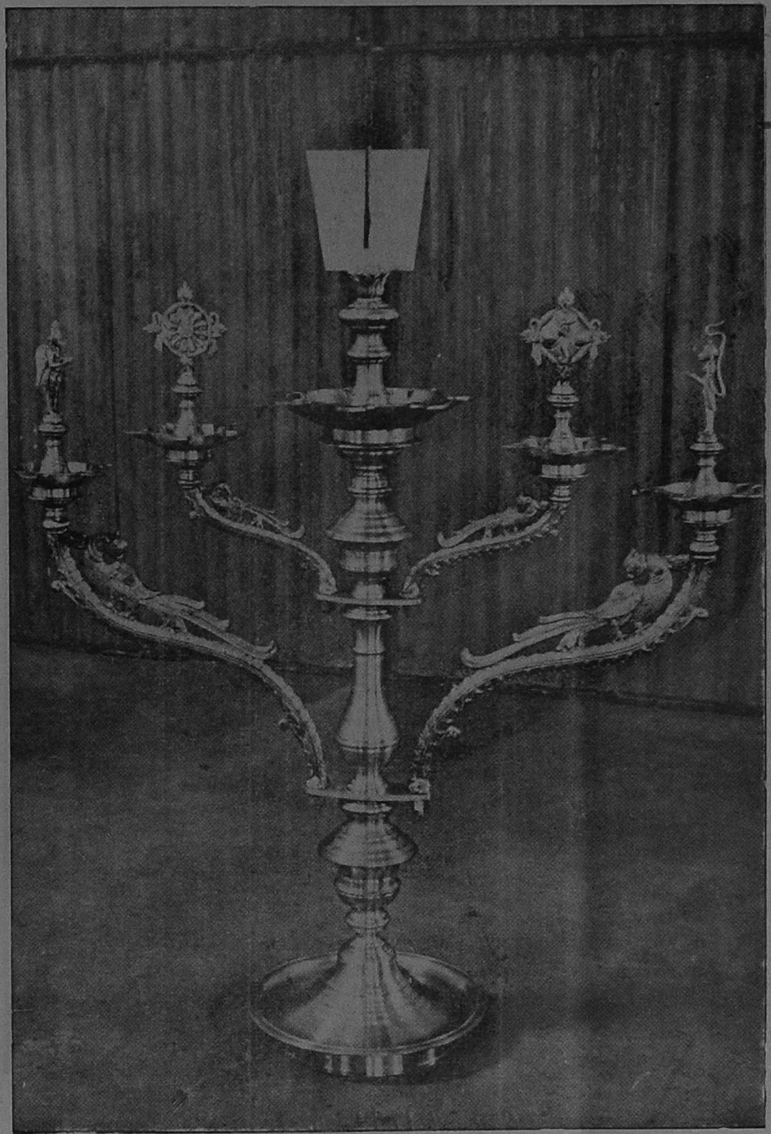
*Parvathi* (35-*A*)

*Krishna with flute* (35-*A*)

*Nataraja, the Divine Dancer* (35-*A*)

*Parvathi* (35-*A*)

*Lady with Mirror* (35-*A*)



*Bell metal oil lamp (Special Design) (36-B)*

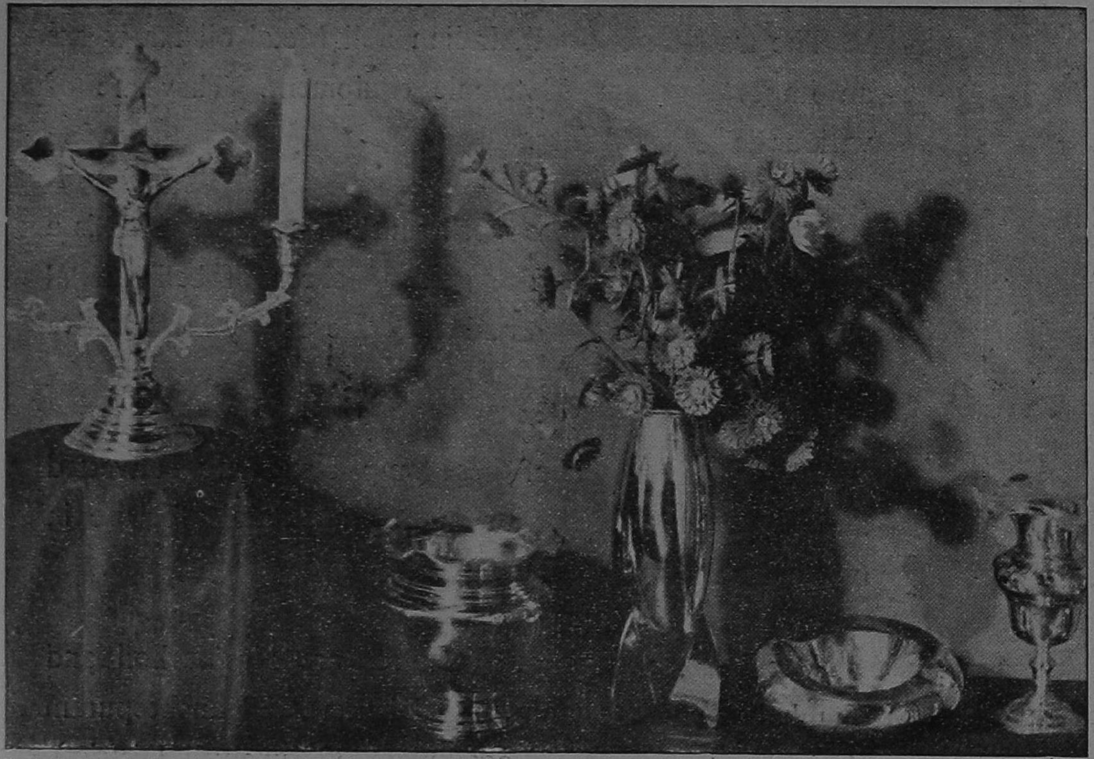
# BELL METAL CRAFT

The traditional South Indian Bell Metal oil lamps are an important item of temple equipment. They are of various designs and sizes.

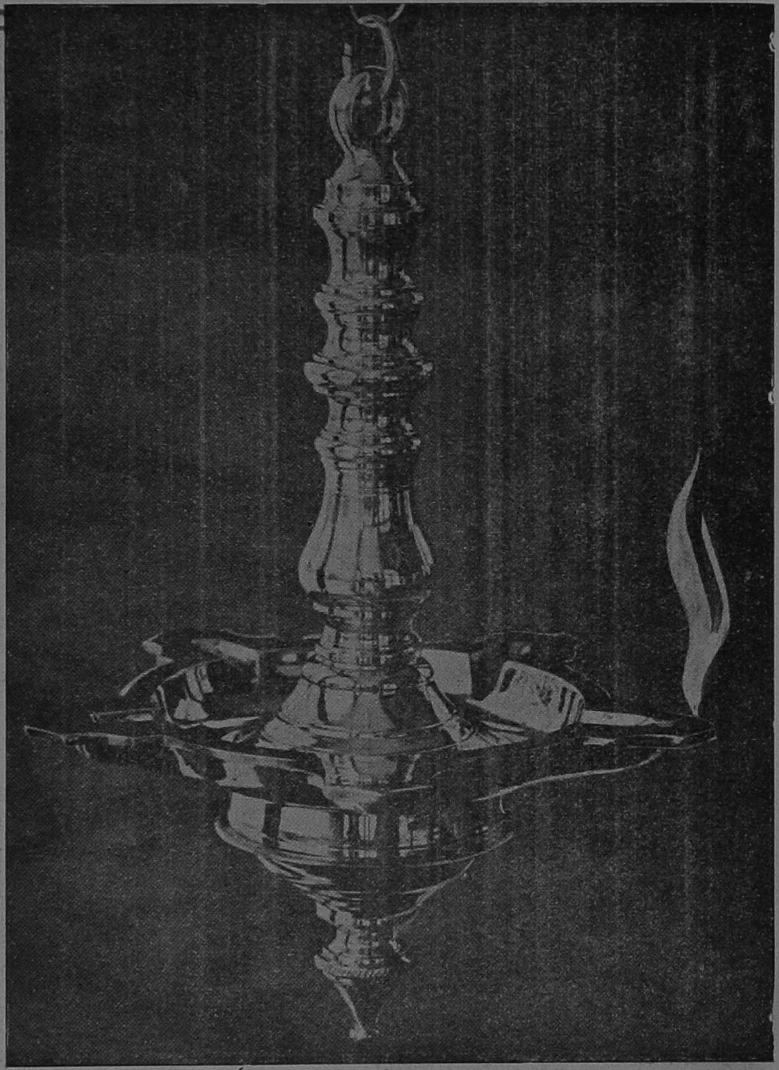
They are of exquisite workmanship, each of which is a perfect work of art. The golden sheen of bell metal enhances their beauty and they are highly decorative in any interior.

The taller varieties of these lamp stands are converted as electric table lamps or high lamp stands for use in modern homes and hotels.

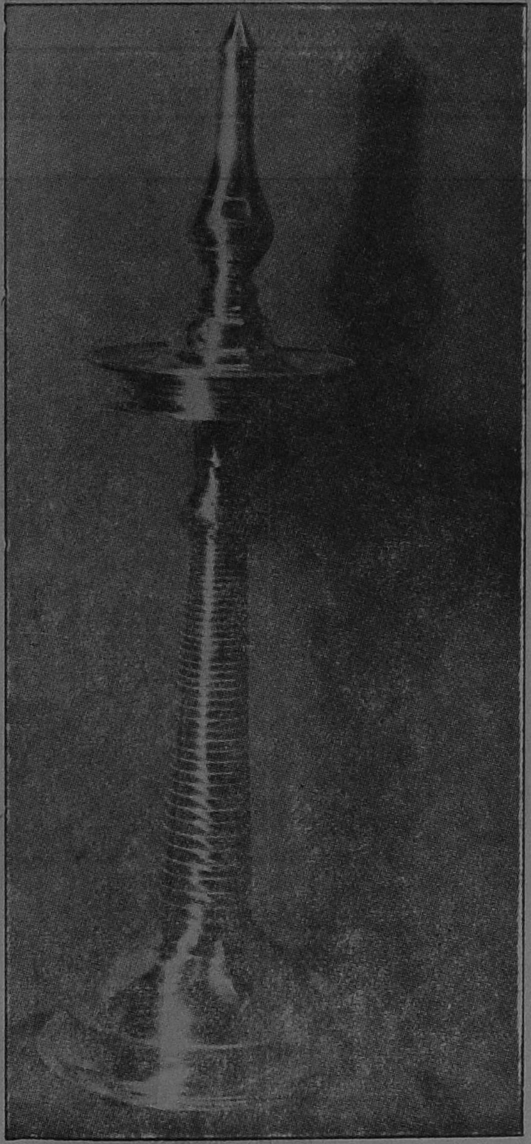
Important Production Centres are Nachiarkoil and Kumbakonam (Thanjavur District), Kancheepuram (Chingleput District), Vagaikulam (Tirunelveli District), Nagercoil (Kanyakumari District) and Salem Town (Salem District).



*Bell metal candle stand, flower vases and ash-tray* (36-*C*)



*Suspended oil lamp* (36-*B*)



*Oil lamp (Trichur Variety)* (36-*B*)

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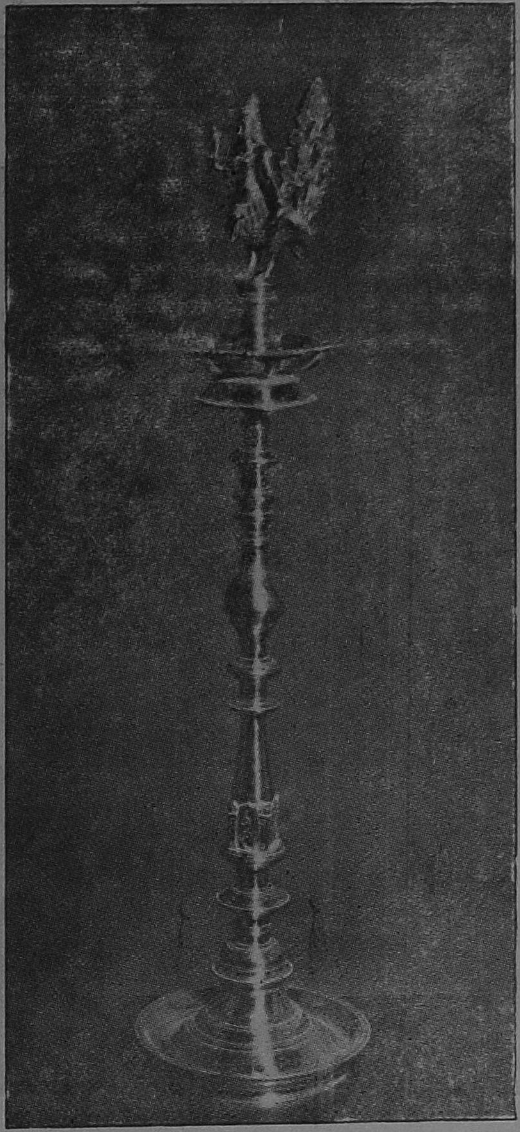
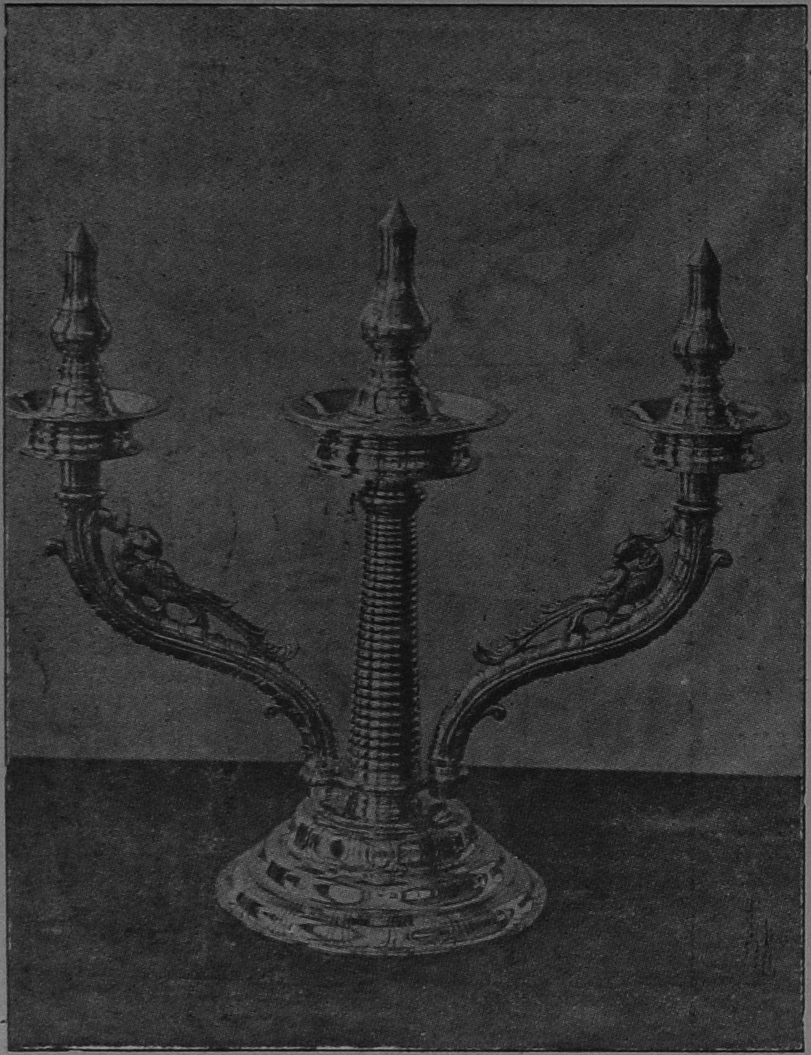


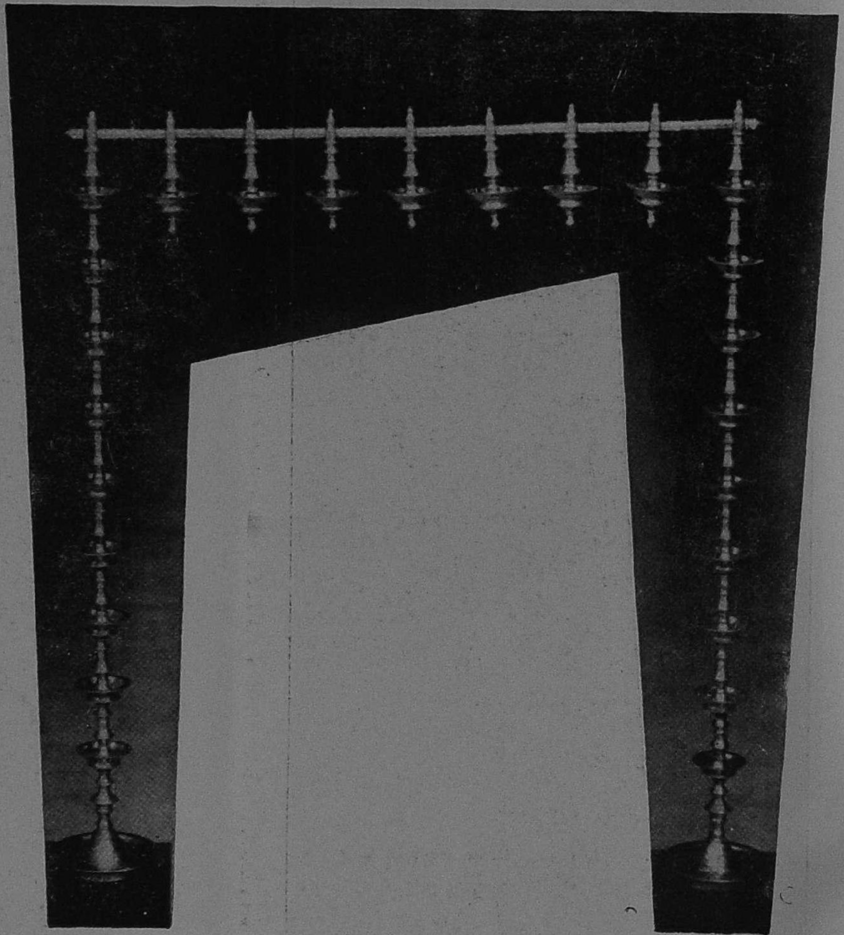
*Bell metal oil lamp (with Lakshmi)* (36-*B*)

21

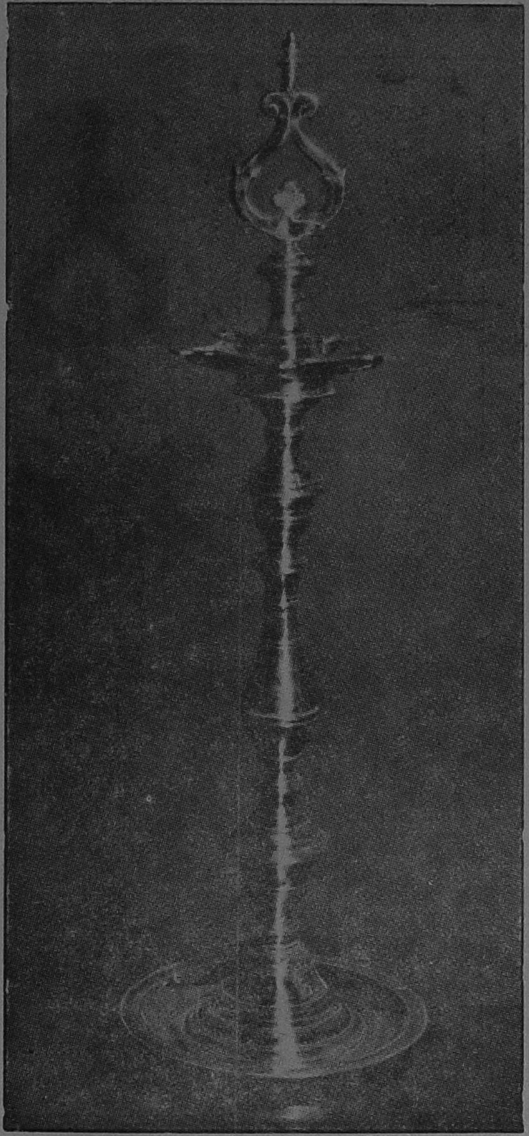
*Bell metal oil lamp (Conch Motif)* (36-*B*)



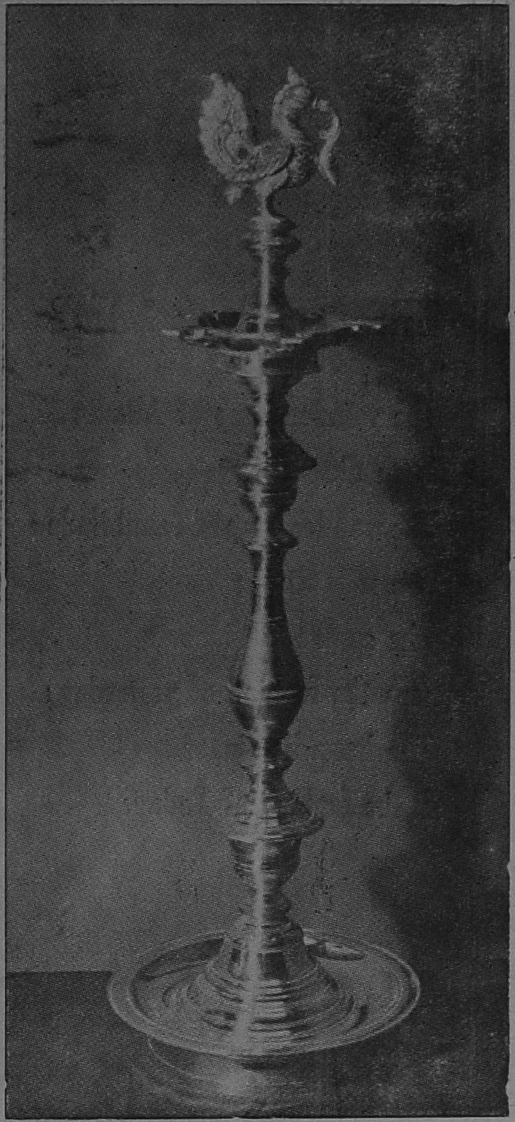
*Special type oil lamp with branches* (36-*B*)



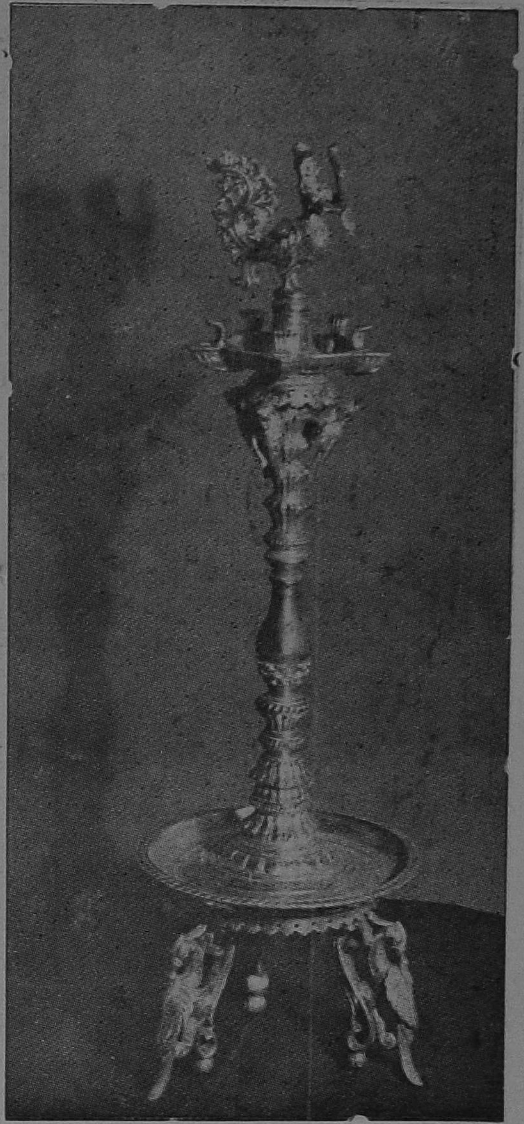
*Bell metal lamp set to frame the door* (36-*B*)



*Bell metal oil lamp (standard type)* (36-*B*)



*Bell metal oil lamp (Swan Motif)* (36-*B*)



*Bell metal oil lamp (Parrot Motif)* (3)

*Ornamental self flow oil lamp for "Lamp lit dinners"* (36-*B*)

# THE WONDER LAMP

The wonder lamp of Alladin
is an old story;
The wonder lamp of Tamil Nadu
is a new story;
The candle lit dinner
was the fashion of yesterday;
The lamp lit dinner
is the fashion of Today.

*Ornamental self-flow oil lamp (hanging type with wall bracket)*
(*B*-36)

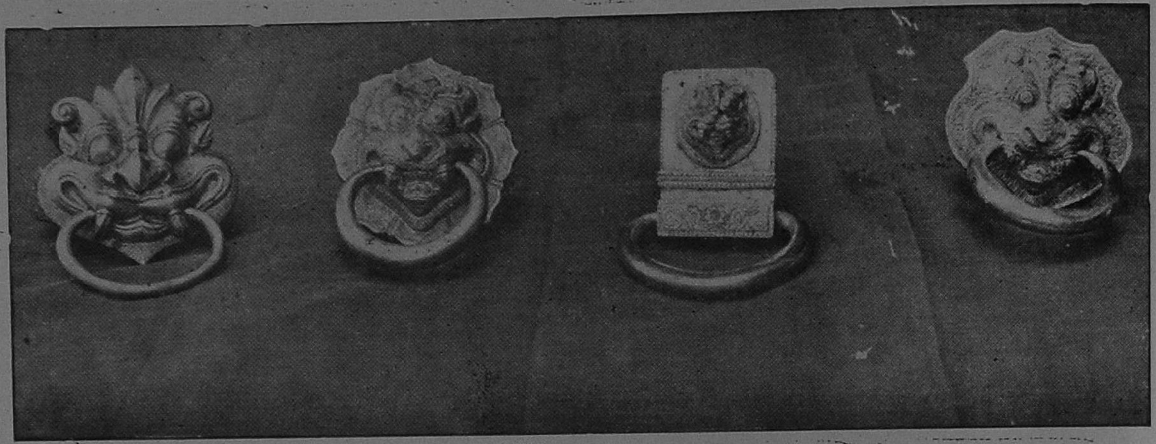
## ORNAMENTAL BRASSWARE (34-*B*)

Utility and decorative brass articles such as door handles, letter-openers, ornamental insects are all items of exquisite workmanship in metal.

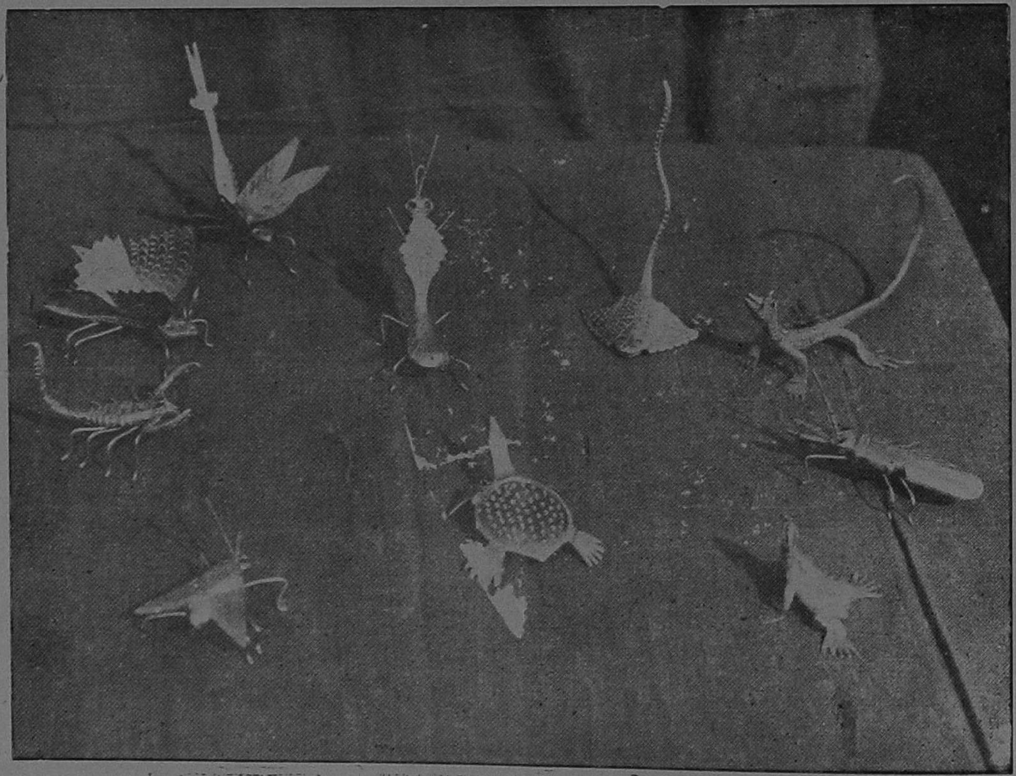
Madras City, Kancheepuram, Salem and Madurai are important centres for this craft.

*Ornamental Mirror, a piece from a set of Temple Honours* (34-*B*)

*Bell metal Coffee percolator, Flower vase and Tumbler* (36-*C&D*)



TRADITIONAL DOOR HANDLES & KNOCKERS (34-*B*)



*Ornamental insects (Brass)* (34-*D*)

## THANJAVUR TRI-METAL ART PLATES (34-*D*)

The beautiful Thanjavur plates, bowls napkin rings, etc., are made of copper and brass with motifs drawn from Hindu Mythology encrusted in silver agains a finely engraved background.

Flower vases, cigar boxes, fruit bowls etc., are the other allied items.

# WOOD CARVING

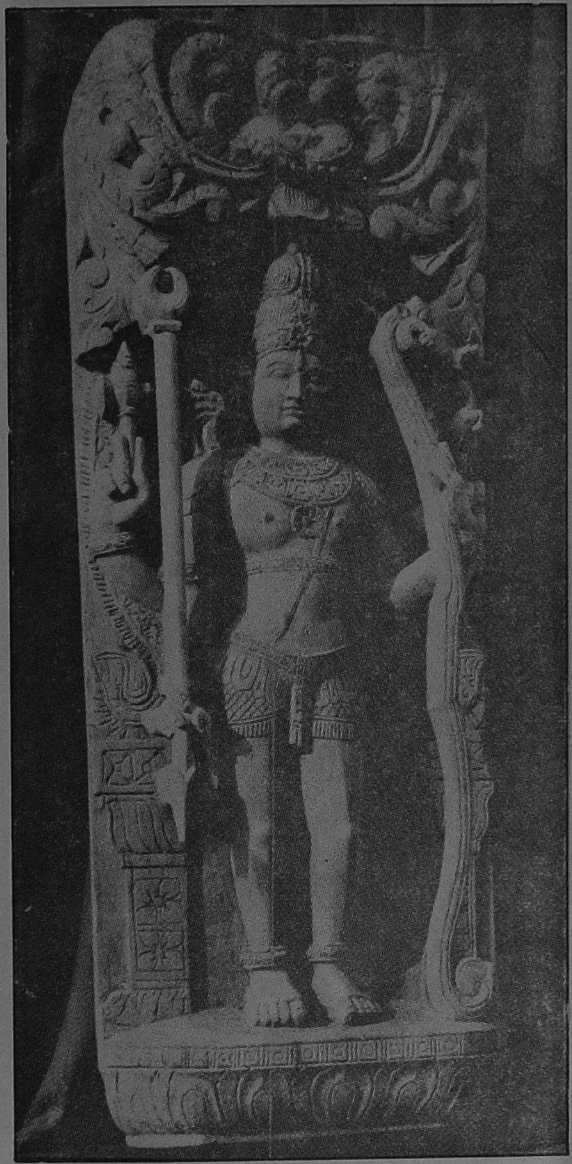
*Temple Cars and Wood Carving*

The temple cars are masterpieces of the traditional wood carving work. They are of massive girth and great height, consisting of several tiers of panelling with figurine carving and cornice work, set in with number of offsets and projections and highlighted with huge brackets at the corners.

The temple cars as a whole or the individual panels pieces are objects of great traditional beauty. Carved panels and furniture with carved decoration are equally beautiful.

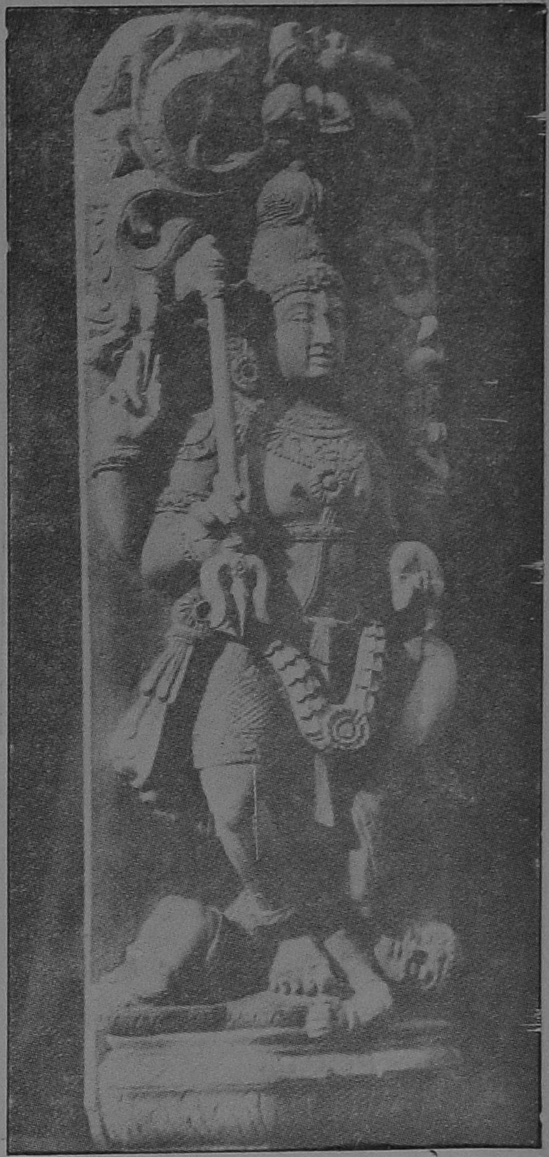
Madras City, Nagercoil (Kanyakumari District), Karaikudi and Virudhunagar (Ramanathapuram District) and Madurai (Madurai District) are important centres.

*Miniature Temple Car.* (68-*A*)



*Tripur anthaka* (68-*A*)

*Maid with Creeper* (68-*A*)



*Kalasamhara* (68-*A*)

*Maid with Creeper* (68 *A*)

*Shivathandava* (68-*A*)

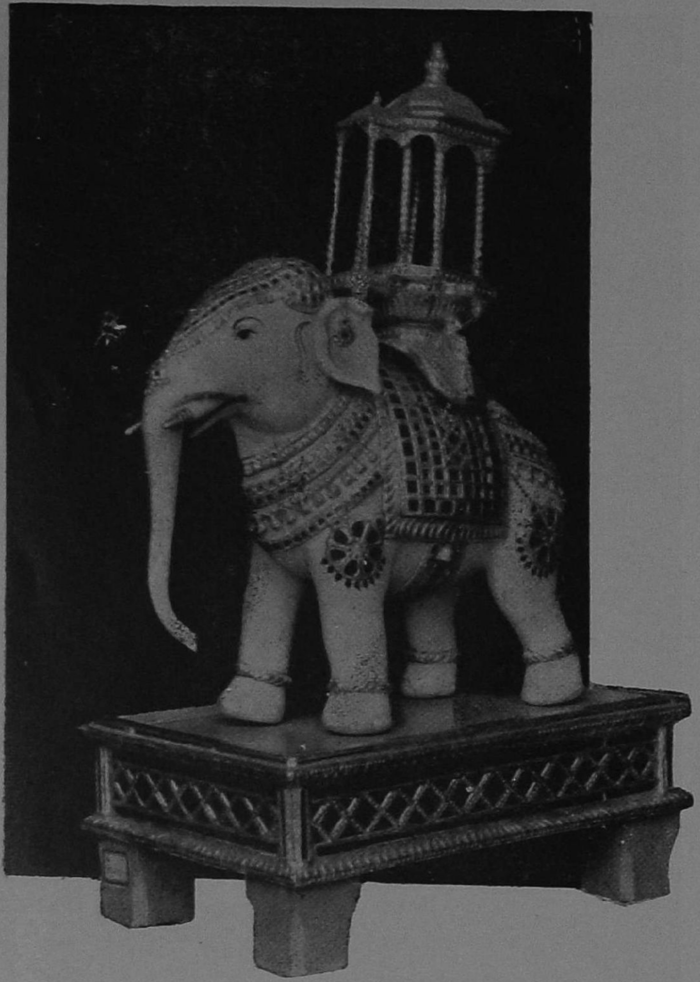
*Kalika* (68-*A*)

# THANJAVUR MIRROR APPLIQUE AND GILT WORKS

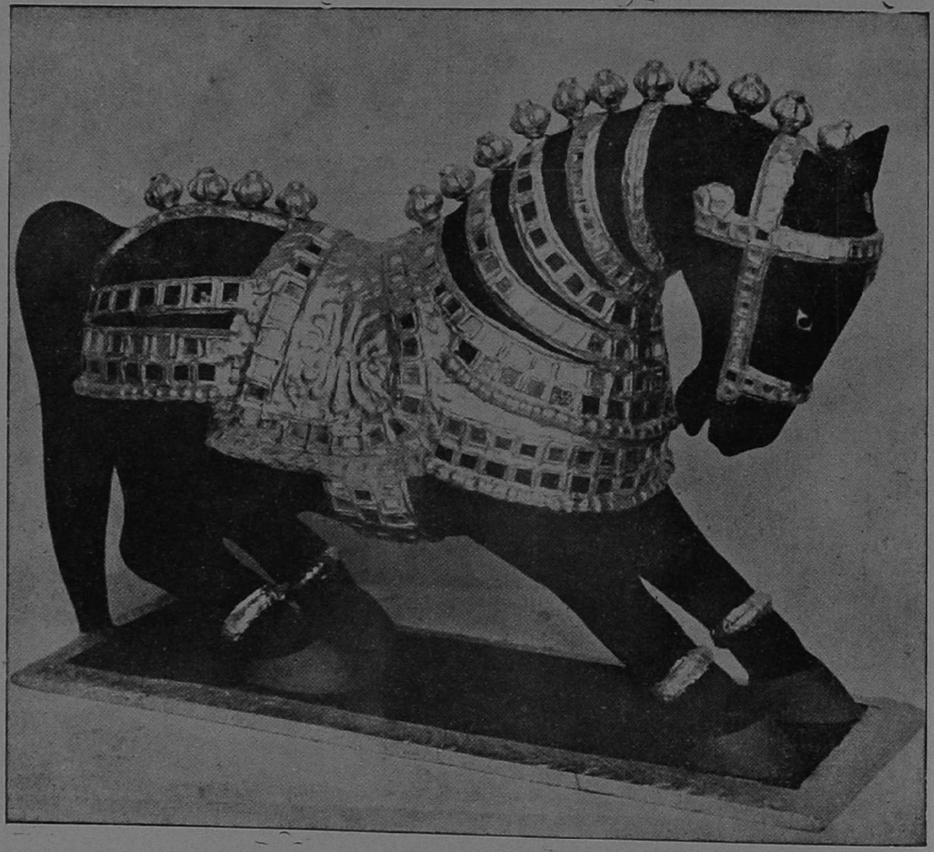
Making of mantapam, palanquin and other vahanams (Mounts) for the temple deities is yet another colourful craft of Thanjavur. Mirror cuttings and coloured glass cuttings and pure gold leaf are lavishly used. The resultant product is very grand and colourful.

*Thanjavur mirror and gilt works* (21-*E*)

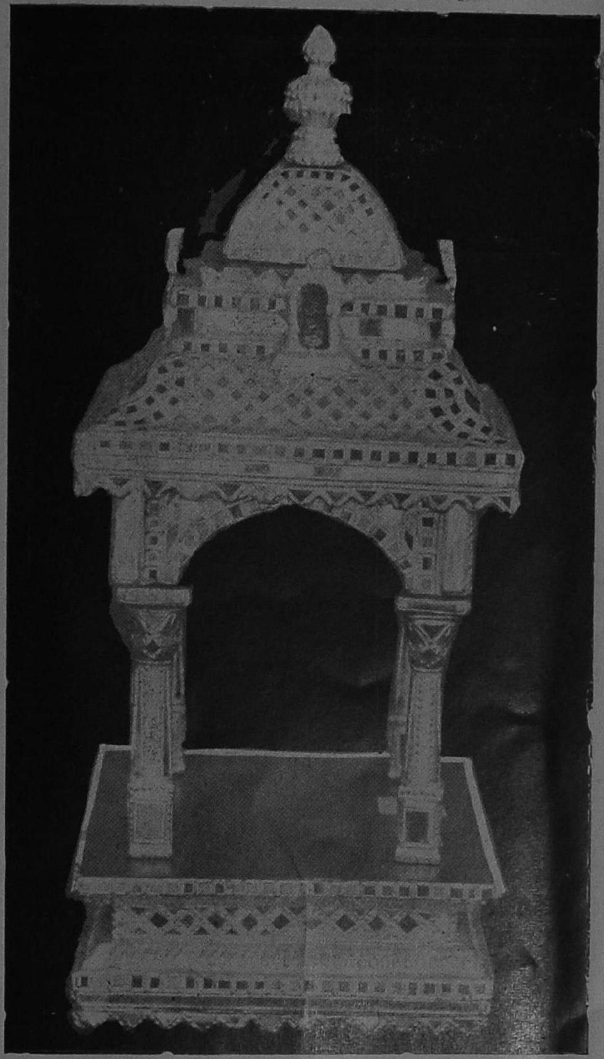
*Miniature models of vahanams (Mounts), mantapams and palanquins are available* (21-*E*)



*Temple Vahanam—Elephant* (21-*E*)



*Horse* (21-*E*)



*Mantapam* (21-*E*)

*Elephant* (21-*E*)

*Temple Vahanam—Swan* (69-*A*)

*Temple Vahanam*—**Peacock** (69-*A*)

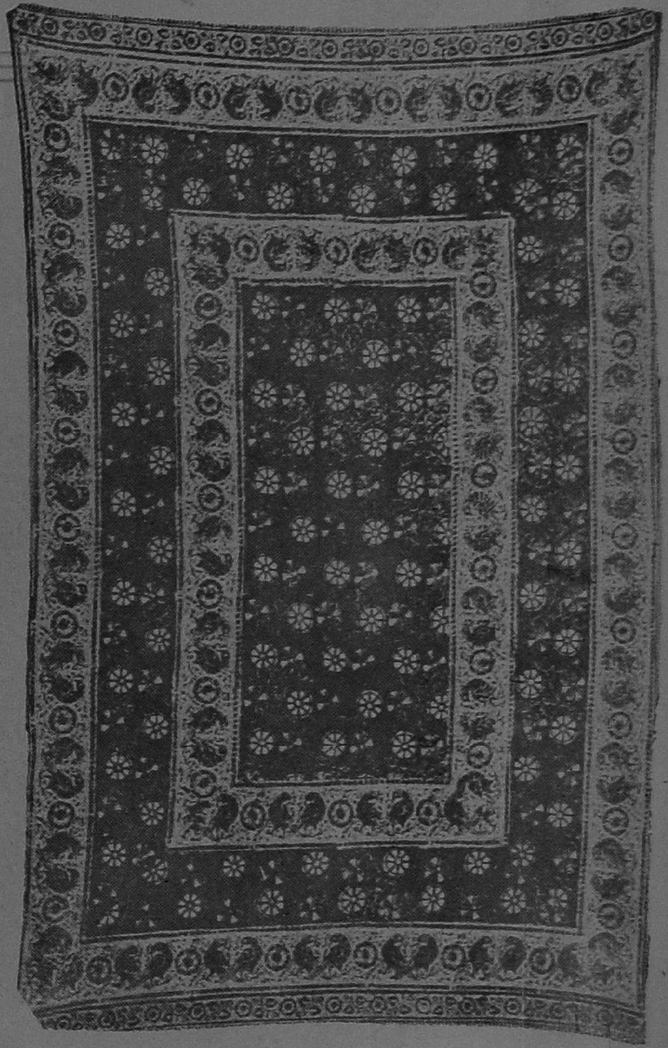
# KALAMKARI

Kalamkari which literally means "pen-drawn" is the name given to hand-painted fabrics of South India. Unsurpassed for vigour of design and richness of colour, they are actually an extension of the fresco or mural tradition. They were mostly being used for draping the walls of the inner shrines of temples and decorating the temple cars. Today to meet the changing needs of society, the Kalamkari Printers are applying their art to the production of various utility items like table cloths, bed spreads, curtains, etc.

Madras city and Kumbakonam (Thanjavur District) are the chief centres for Kalamkari works.

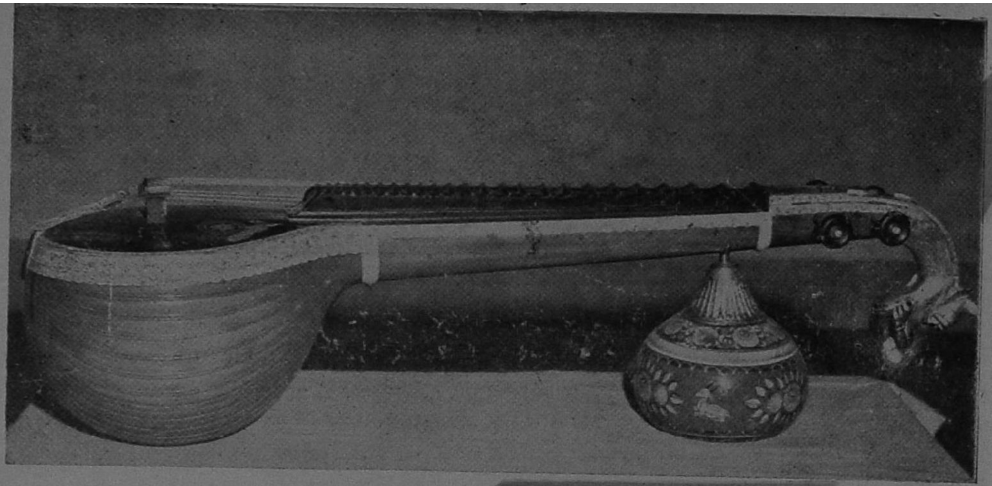
*Thombai* (65-*B*)

*Thoranam* (27-*B*)



*Ceiling Cloth* (27-*C*)

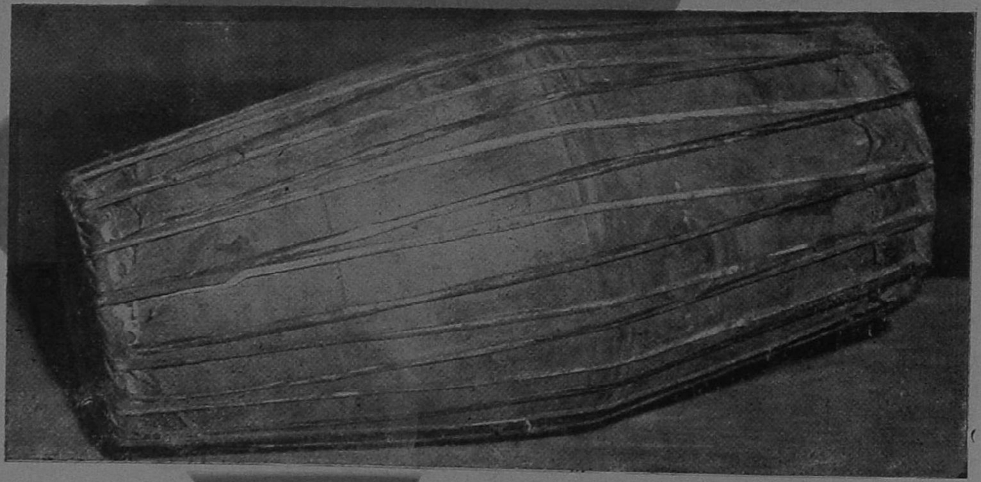
# Musical Instruments from Thanjavur



Veena (32-A)

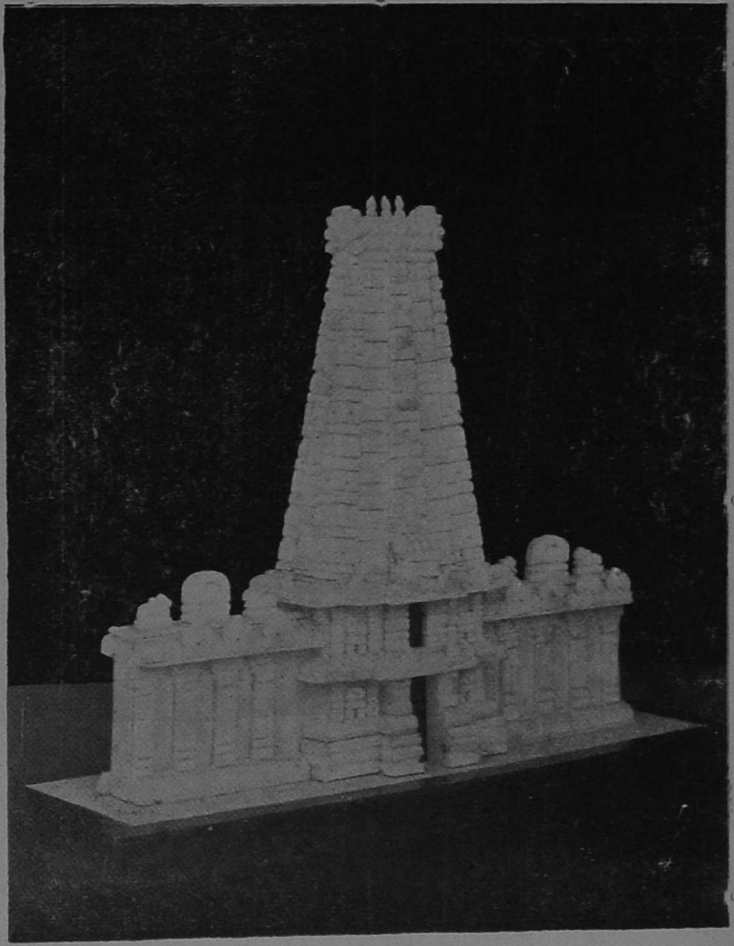
Elegance of design, scientific craftsmanship and a great tradition that goes back to the mids of antiquity characterises the musical instruments of South India. A wide variety of concert and ritual instruments of excellent workmanship and quality are made at Thanjavur by Craftsmen who have devoted a life time to the perfection of this art.

*Thambura (Drone)* (32-*A*)



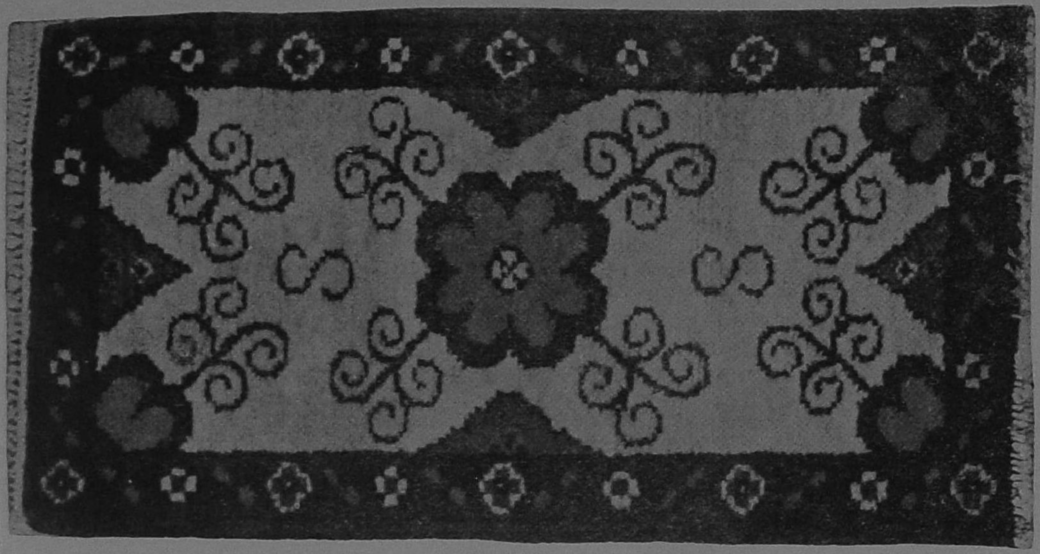
*Mridangam (Drum)* (32-*A*)

Beautiful fresh-like flowers produced from pith and dyed in colours are very popular for interior decoration. (19-*B*)

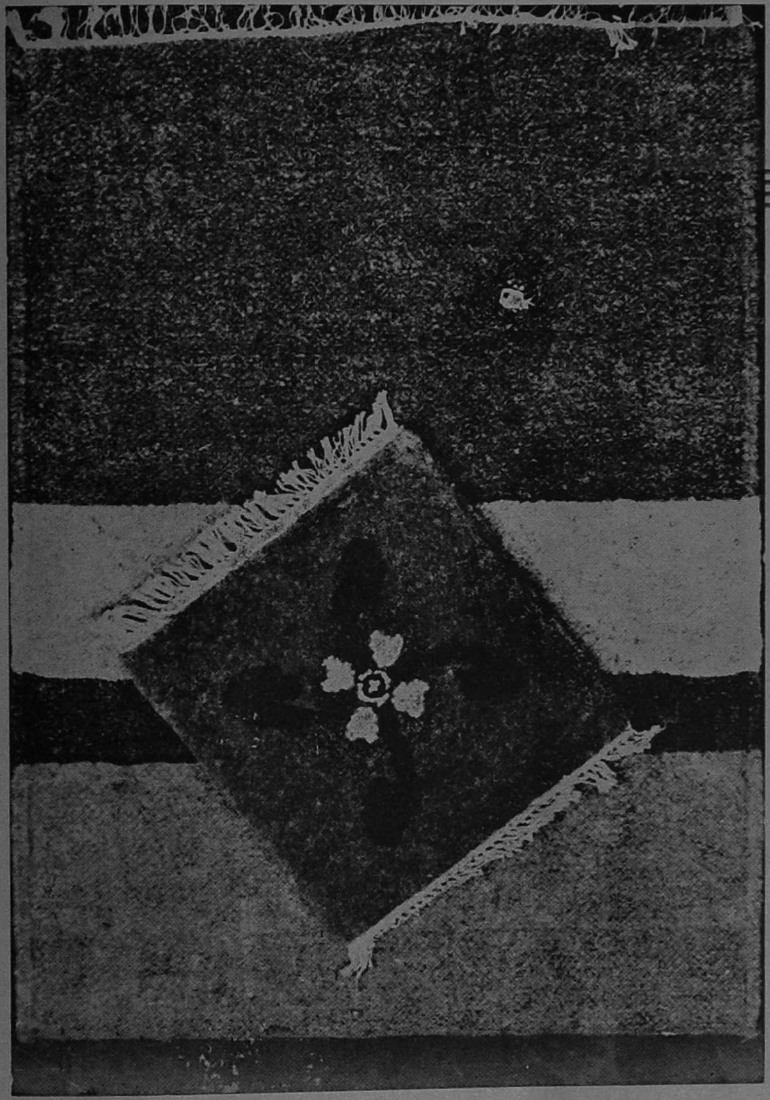


South Indian temples and other imposing buildings are rendered faithfully in small scale models using white-pith. (47-*A*)

# FLOOR COVERS



*Pile carpets* (73-*A*)



*Sunhemp Drugget and prayer mat* (58-*B*)

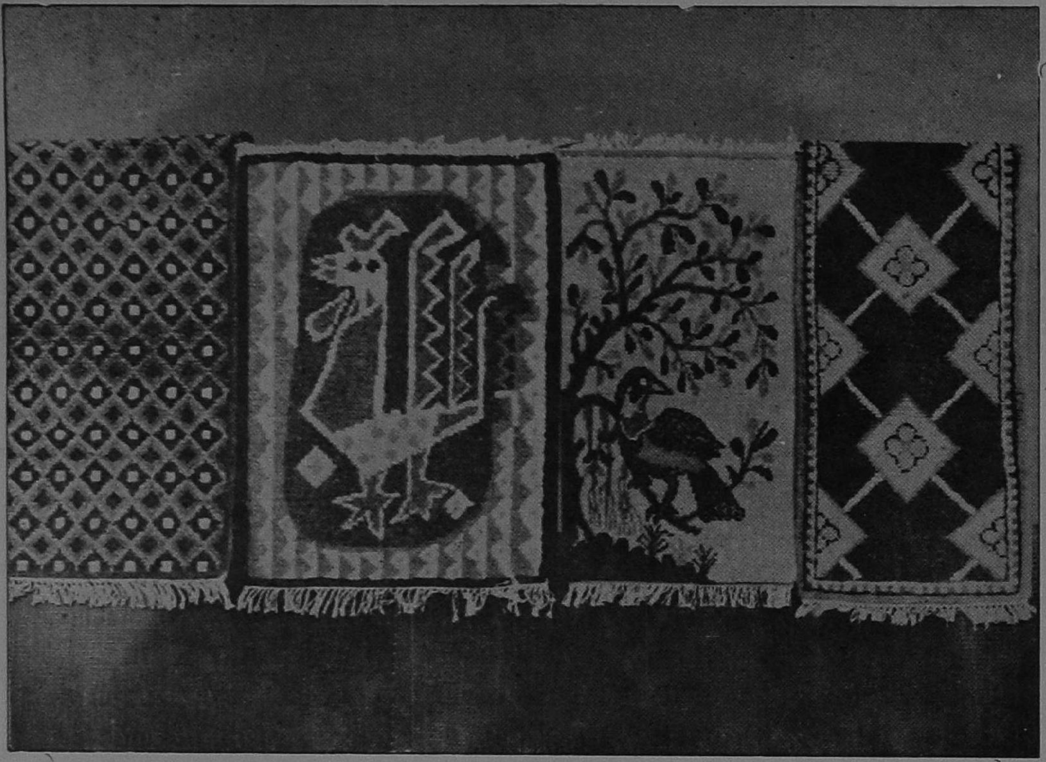
# CARPETS AND DRUGGETS

The Carpets of Tamil Nadu have years of tradition behind them and are noted for their design, colour and craftsmanship. From Salem and North Arcot districts come an inexpensive and yet colourful floor covering—the drugget. Woven with cotton warp and woollen or sunhemp weft yarn, they are available in a variety of fine blended natural or dyed shades with traditional floral motifs or geometric patterns. To ensure that the consumer gets the best quality, these goods have been brought under quality control.

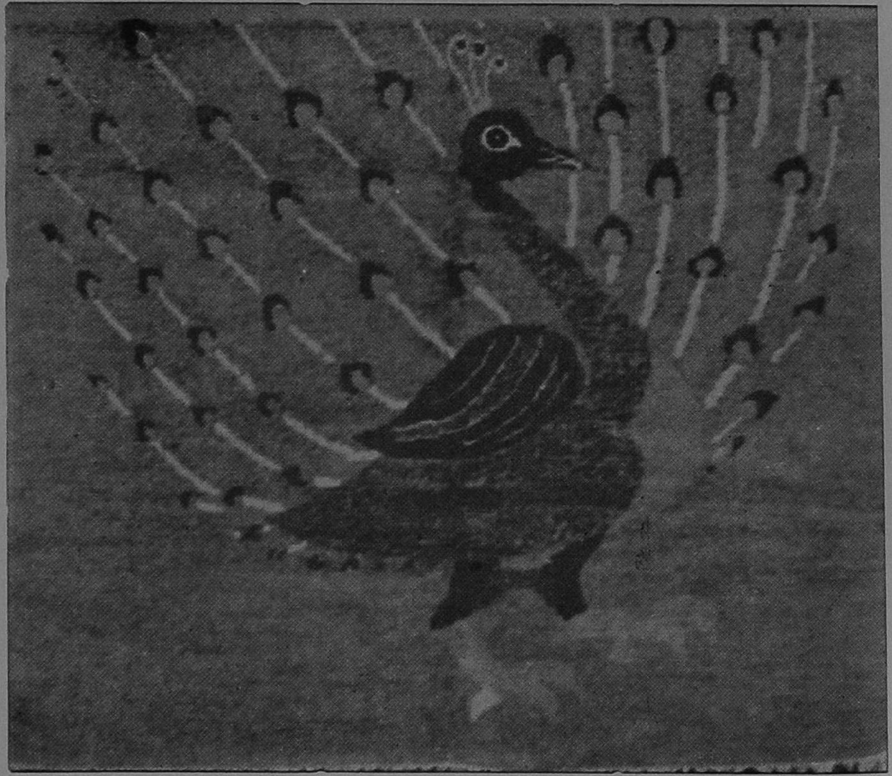
Apart from the usual woollen druggets and carpets, Tamil Nadu offers you a new finding "Sunhemp" druggets and carpets which are less expensive but far more durable.

Carpets and druggets for various models of cars are a speciality.

Sunhemp carpets and druggets are produced at Gopalasamudram and Ayakudi in Tirunelveli District.

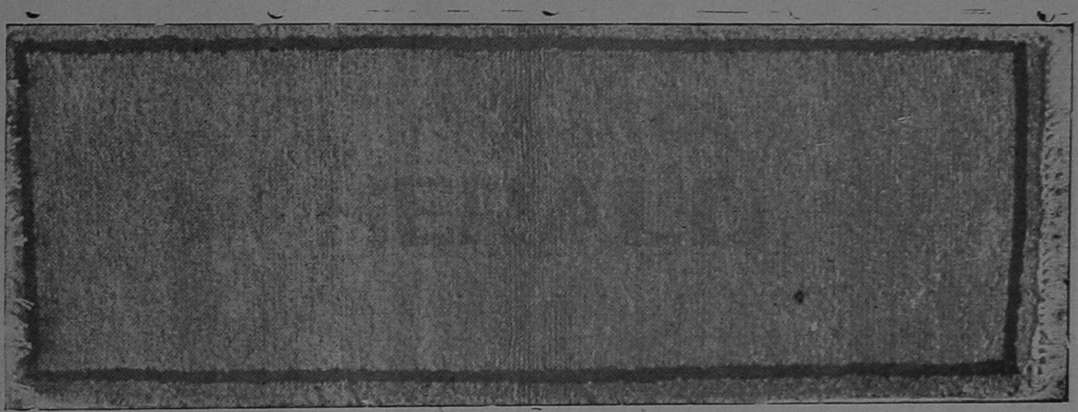


*Sunhemp Druggets, Carpets and foot-rugs* (58)

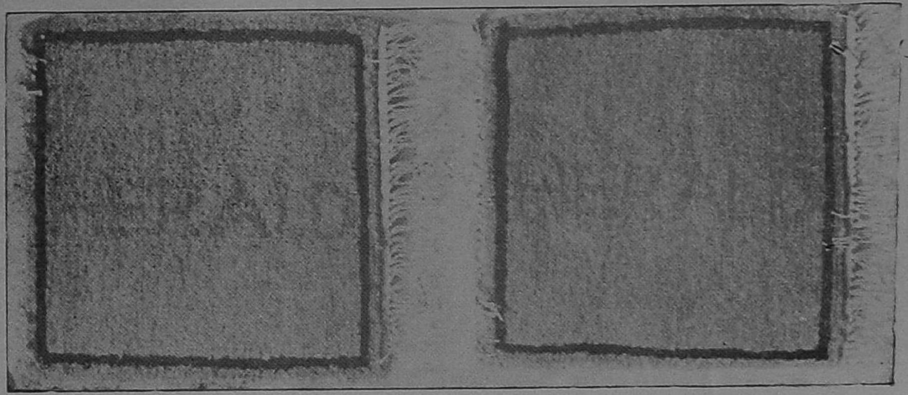


*Drugget with peacock design* (58-*B*)

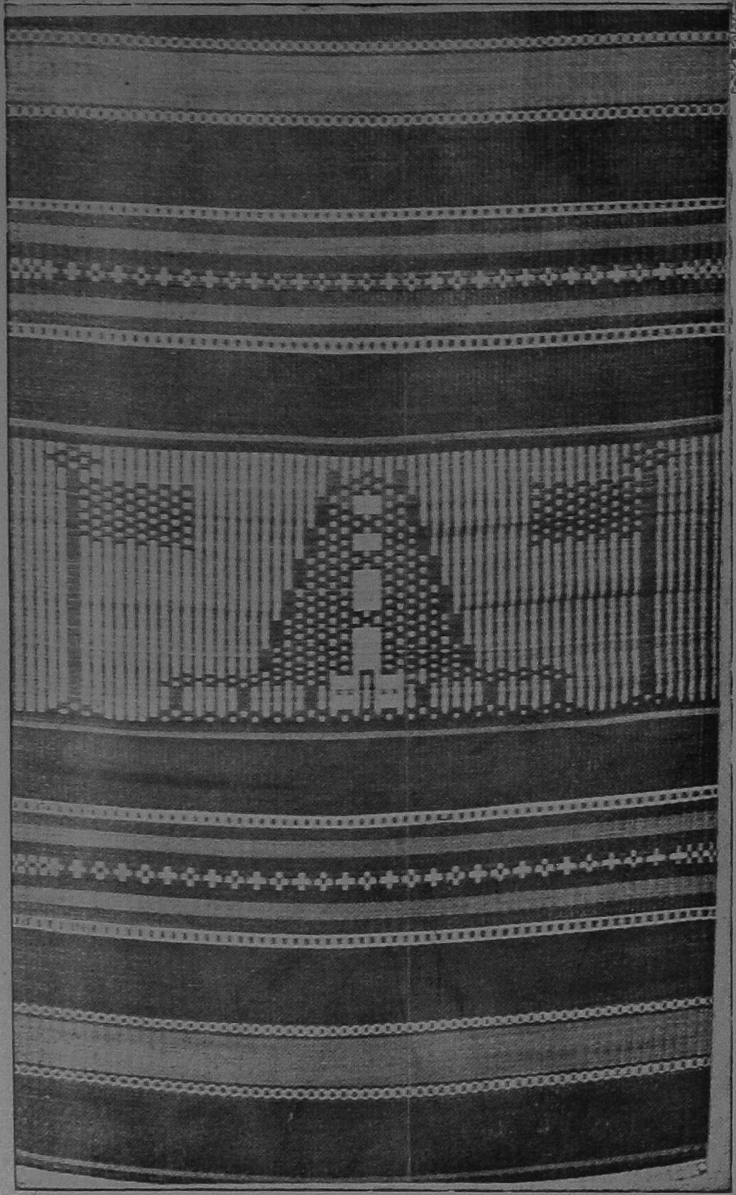
Sunhemp Druggets, Carpets and Foot-rug (58)



Carpets and Druggets for your cars. (58)



Sunhemp carpets for "Herald" cars (58-A)



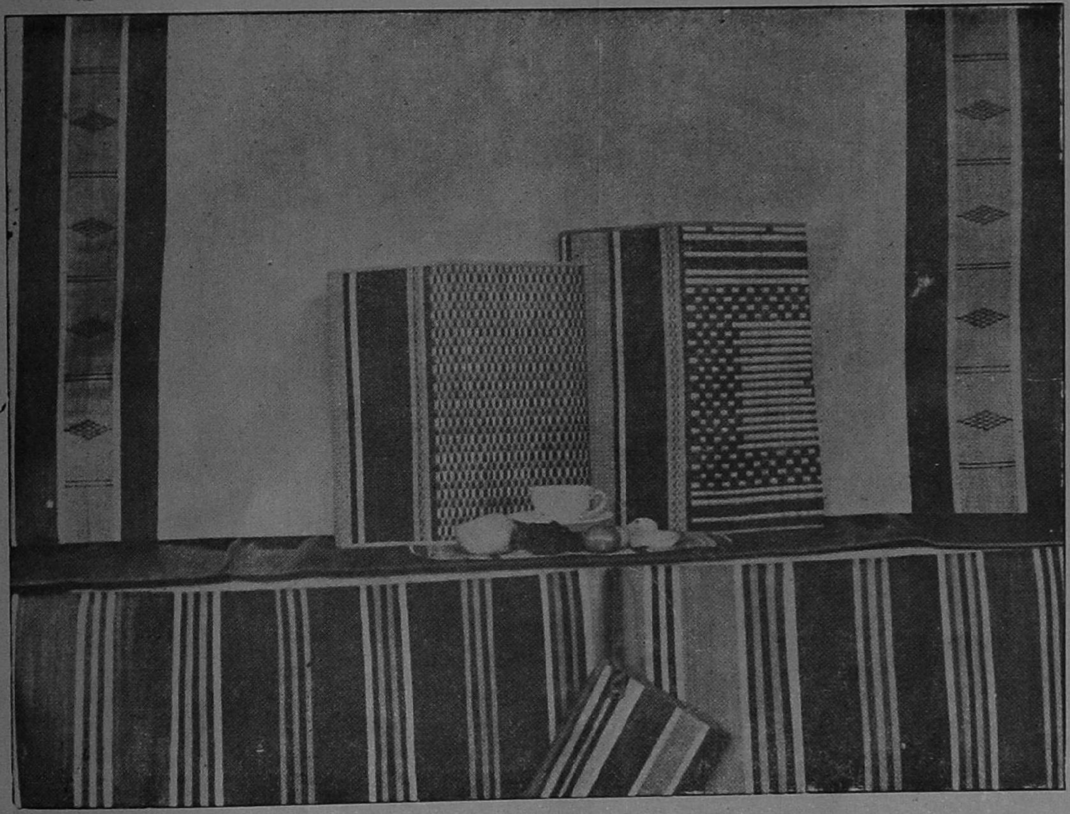
(31-*D*)

# KORAI GRASS MATS

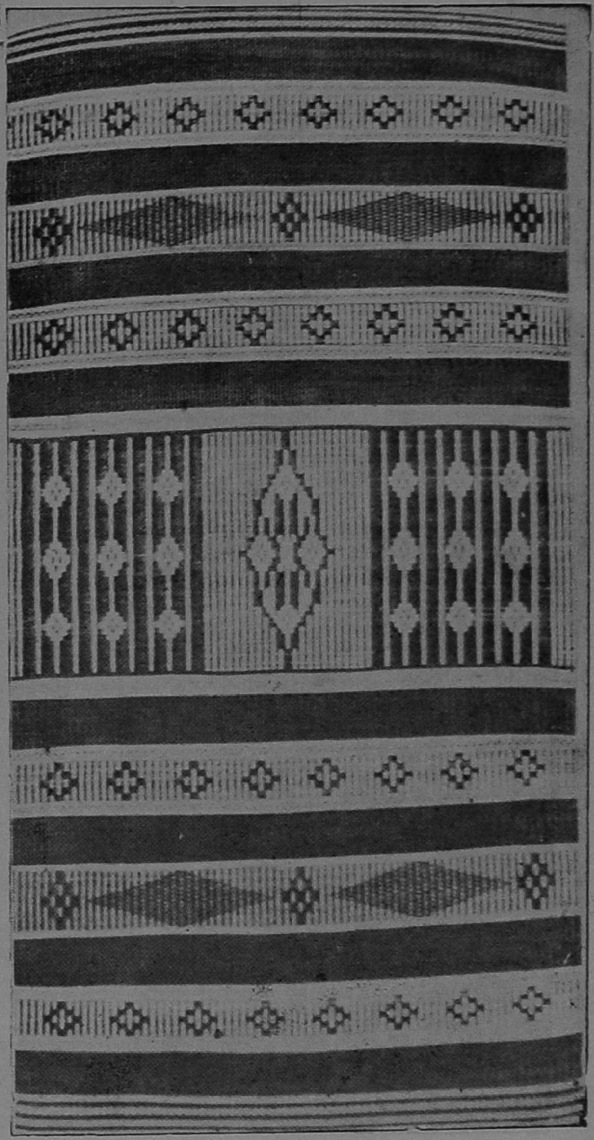
Natural pale golden sheen of korai grass set against vivid and lively colour borders and woven designs and the natural freshness and pliability of the finer varieties make the korai mats of Tamil Nadu very popular. They are used as table mats, floor cover or wall *Drops Lovely vanity bags and sandles to match are produced using fine mats of 140 counts.

Karur (Tiruchirapalli District), Vandavasi (North Arcot District), Pattamadai (Tirunelveli District), Sirkali Thanjavur District), Uthamasolapuram (Salem District) are well known centres.

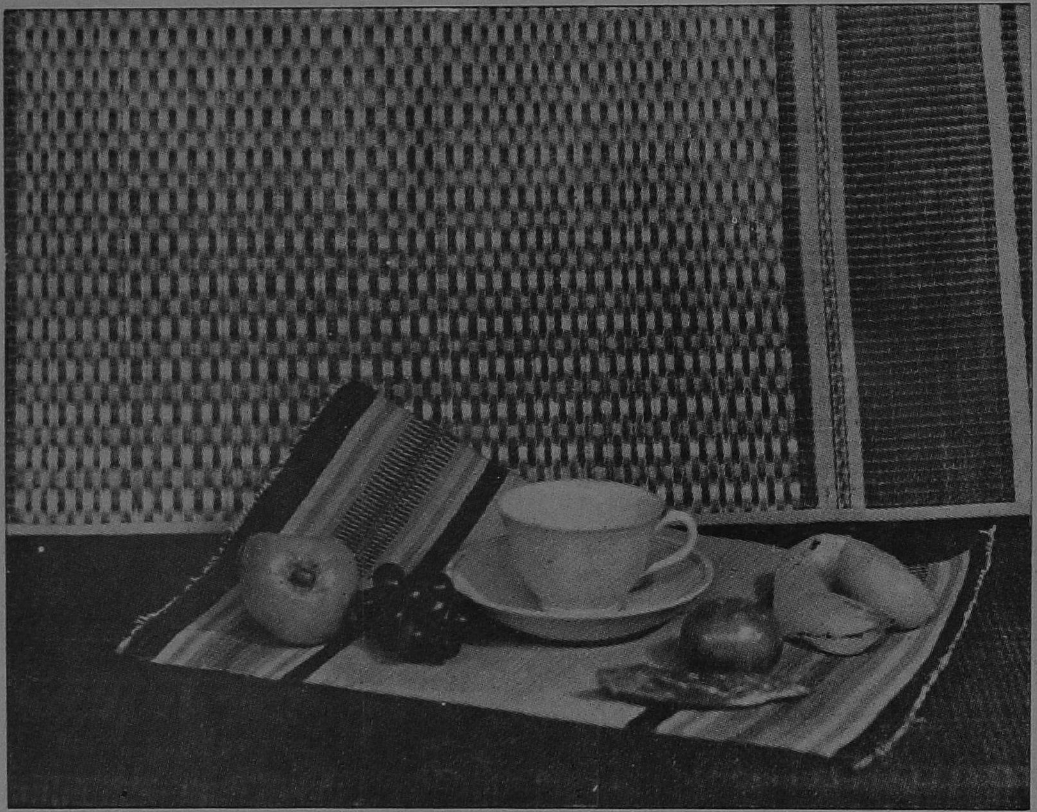
* Drops



*Korai folding mats are very popular for camps, picnic parties and for beach and sun-bath purposes*
(31-*C*)



(31-*D*)



*Korai grass mats* (31-*D*)

(31-*D*)

*A palm leaf flower Basket* (49-*B*)

# BASKETRY

*Basketware* :—Palm leaf and cane.

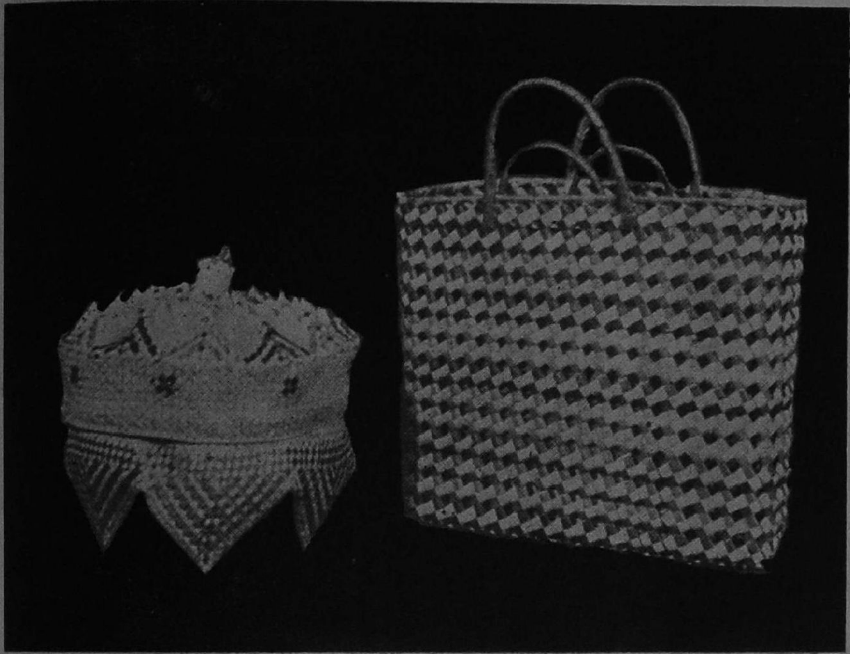
Essentially a folk craft, basket work is carried on in most of the coastal towns and villages, using palm leaves and erk which are locally available. The bright yellow palm leaves are used in their natural colours as well as dyed in bright vivid colours. Fans, baskets, winnows, trays, *plates, picnic boxes, ladies' hand bags and varieties of toys and fancy articles are produced.

Manappad, Tiruchendur, Keelakkarai, Ramanathapuram, Rameswaram, Pudukkottai, Nagapattinam and Pulicat are important centres for palm leaf articles. Beautiful baskets and trays using cane are produced at Walajahpet (North Arcot District) and Madras City.

* Plates.

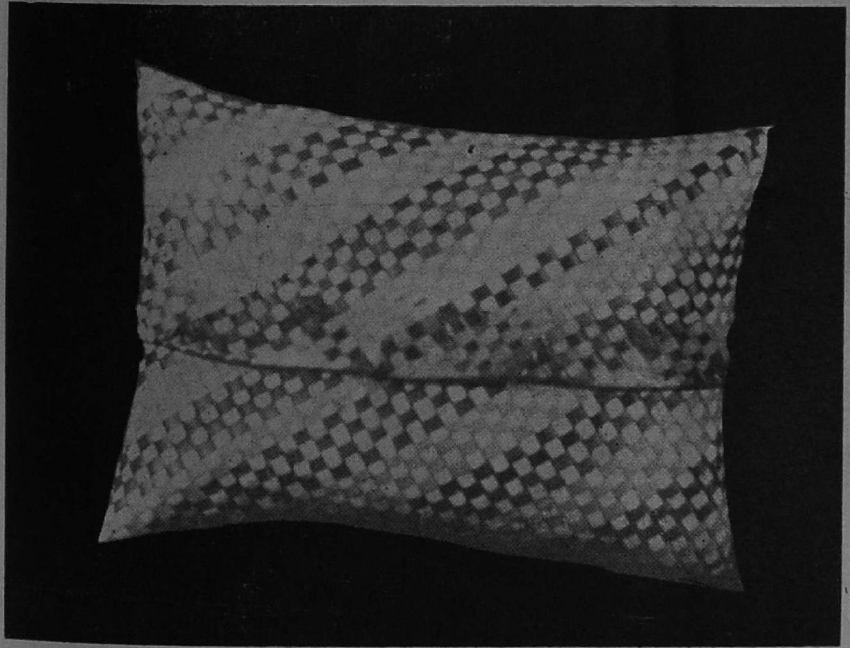
*Palm leaf baskets* (49-*B*)

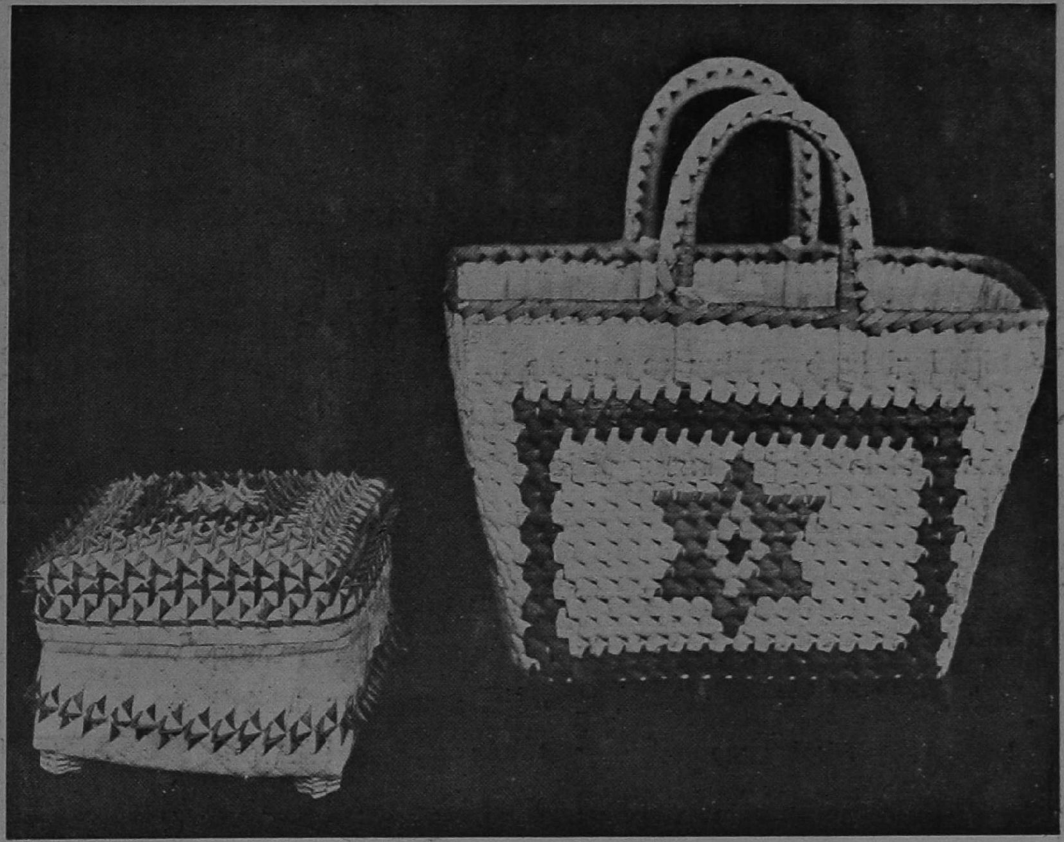
*Lunch box - Shopping bag* (49-*B*)



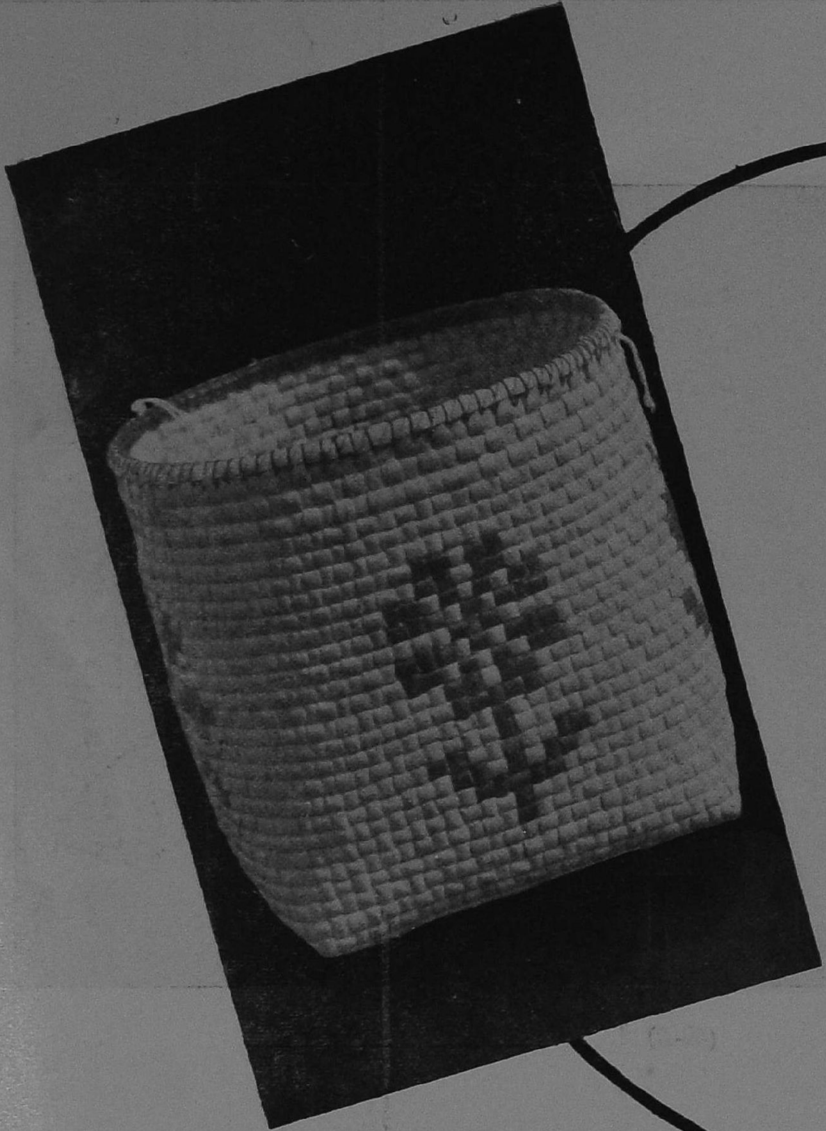
*Knitting box* (49-*B*) *Shopping bag*

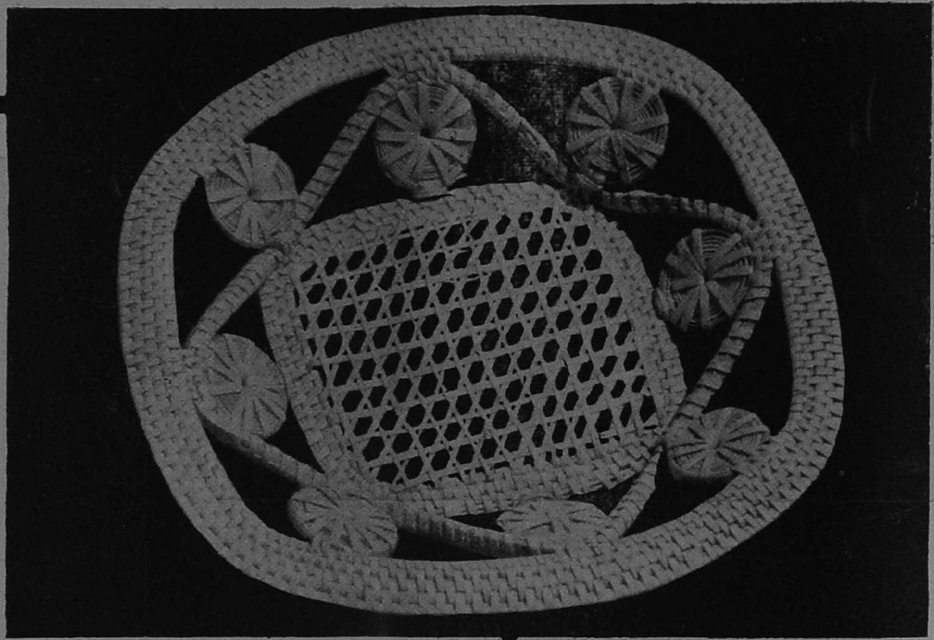
*Tobacco pouch* (49-*B*)





*Knitting box* (49-*B*) *Shopping bag*



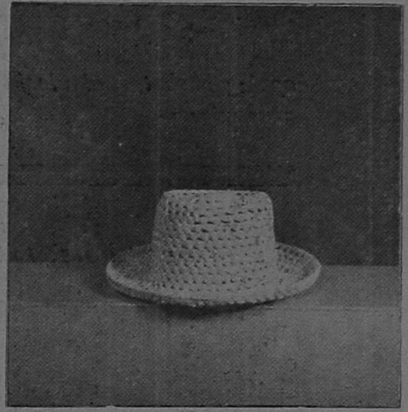


Ornamental tray (49-*C*)

Basket (Palm leaf) (49-*B*)

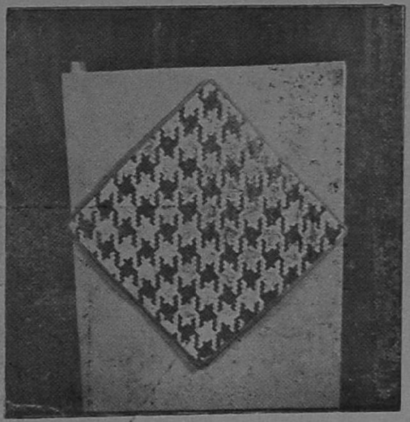
Flower garland (20-*E*)

Basket (Cane) (6-B)



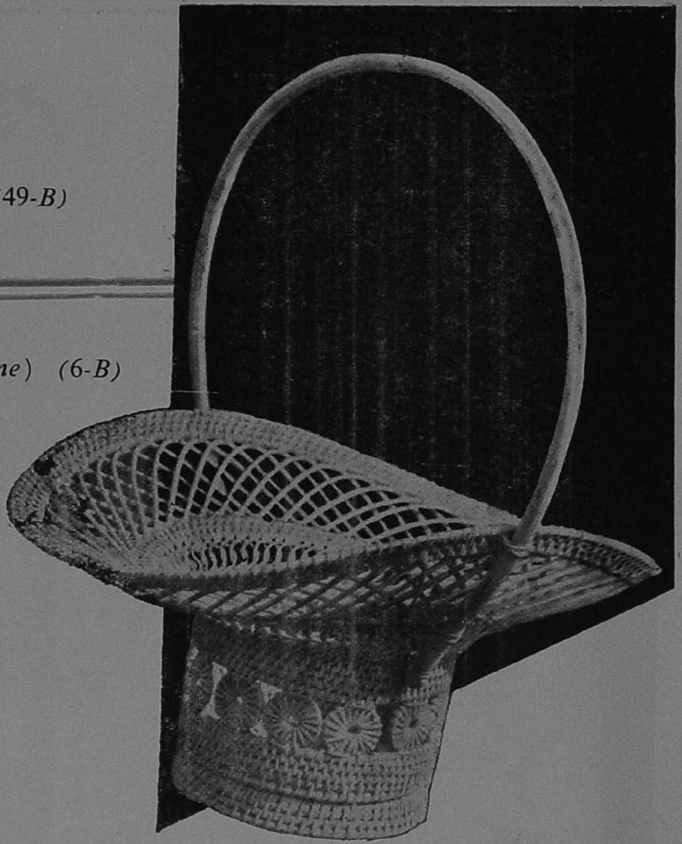
Palm leaf Sun-hat—(49-G)

Palm leaf seat (49-E)

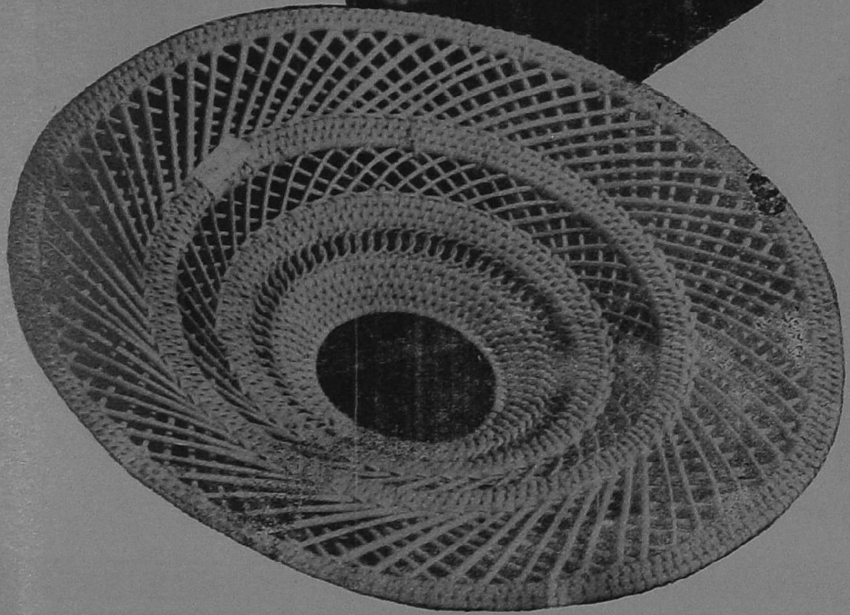


Lunch basket (cane) (6-B)

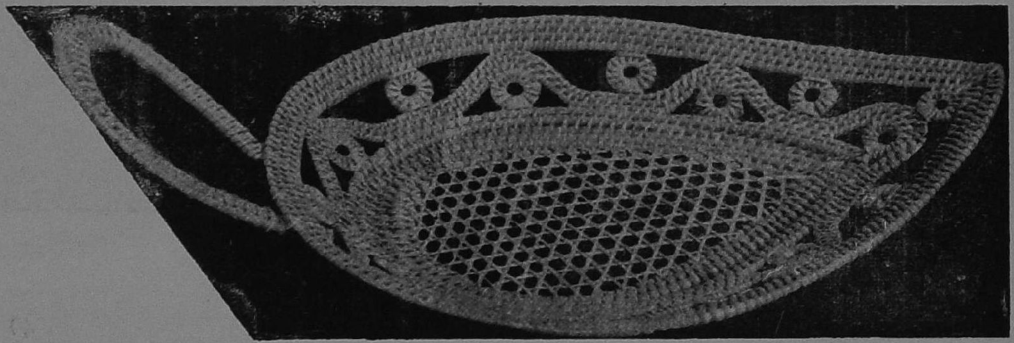
*Shopping basket (Palm leaf) (49-B)*



*Ornamental basket (Cane) (6-B)*



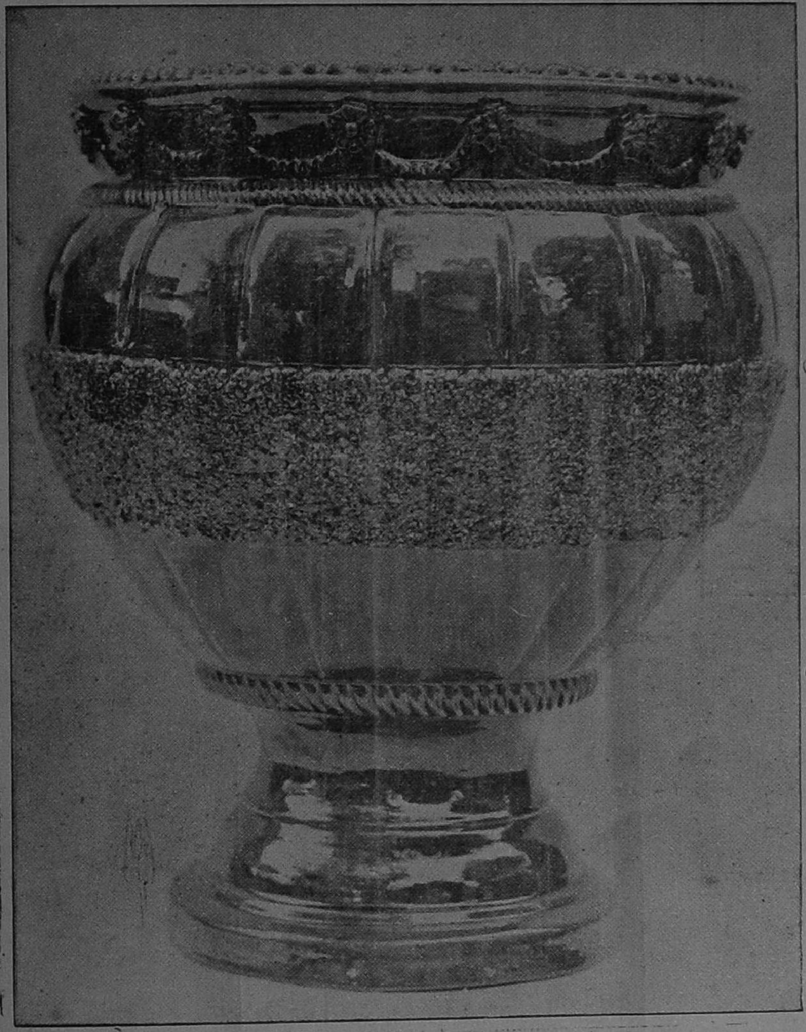
*Ornamental lamp shade (6-D)*



*Ornamental mangoe tray (6-A)*

# KARIGIRI POTTERY

From Karigiri (North Arcot District)



(8-*A*)

Flower pots, vases, bowls and novel water jugs, etc. finished in green or other colours would be valuable additions for any home. (8-*A*)

(7-C)

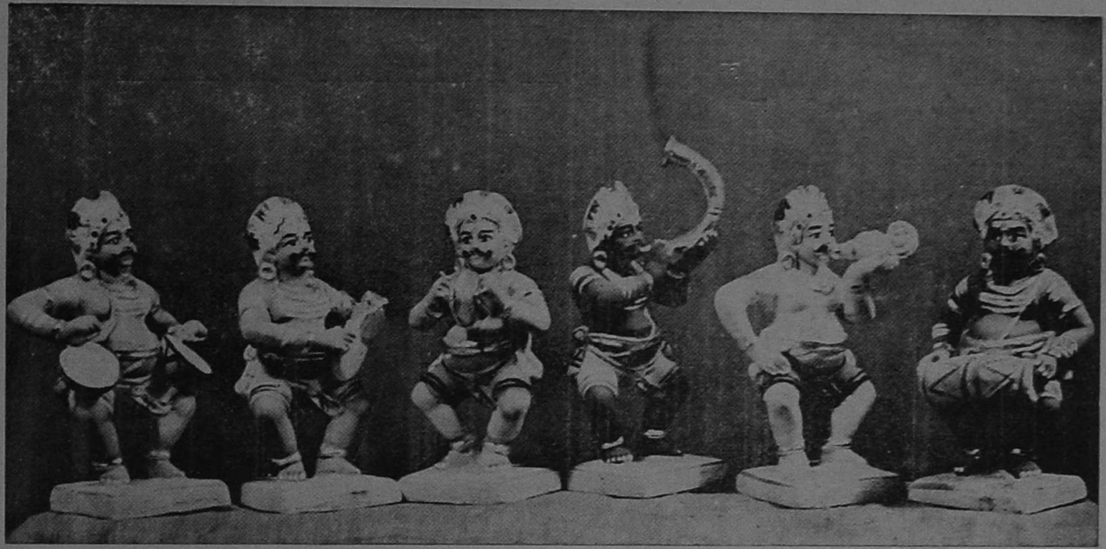
## TERRACOTTA

Life-size and bigger terrakotta gods, goddesses, elephants and horses installed near village temples are outstanding pieces of local craftsmanship. They have an aura of antiquity. Miniature models are excellent for interior decoration as attractive art items.

(7-C)

# TOYS

*Maiden with oil lamp* (7-*A*)



*The Ganas* (*orchestra set*) (7-*C*)

## CLAY TOYS

Gods, goddesses and dolls depicting themes from mythology and folklore, make highly colourful and decorative items for the collector.

Terrakotta items like the folklore horse, elephant and village gods are excellent pieces for drawing rooms.

Madras City, Vellore (North Arcot District), Kancheepuram (Chingleput District), Cuddalore (South Arcot District) are important centres of production.

*Vinayaka (dancing)* (7-*C*)

*Rama's Coronation* (7-*C*)

*Village belle* (7-A)

*Water lifting for cultivation* (7-A)

*Temple* (7-C)

*Merchant couple* (7-C)

*Milk maid* (7-C)

# PAPIER-MACHE TOYS AND DOLLS

Whereas clay toys are heavy and are easily breakable, their counterparts in papier-mache are light in weight and are far more durable.

For those who find the Bronzes and Sculptures too heavy and costly, the same objects are rendered light in weight without sacrificing the aesthetic appeal.

Notable centres are Madras City, Cuddalore and Thanjavur.

*Lord Shiva* (46-*A*)

*Vinayaka* (46-*A*)

*Vinayaka* (46-*A*)

*Maiden* (*Belur*) (46-*A*)

*Shiva* (46-*A*)

*Parvathi* (46-*A*)

*Maiden* (*Ajantha*) (46-*A* )

*Seetha* (46-*A*)

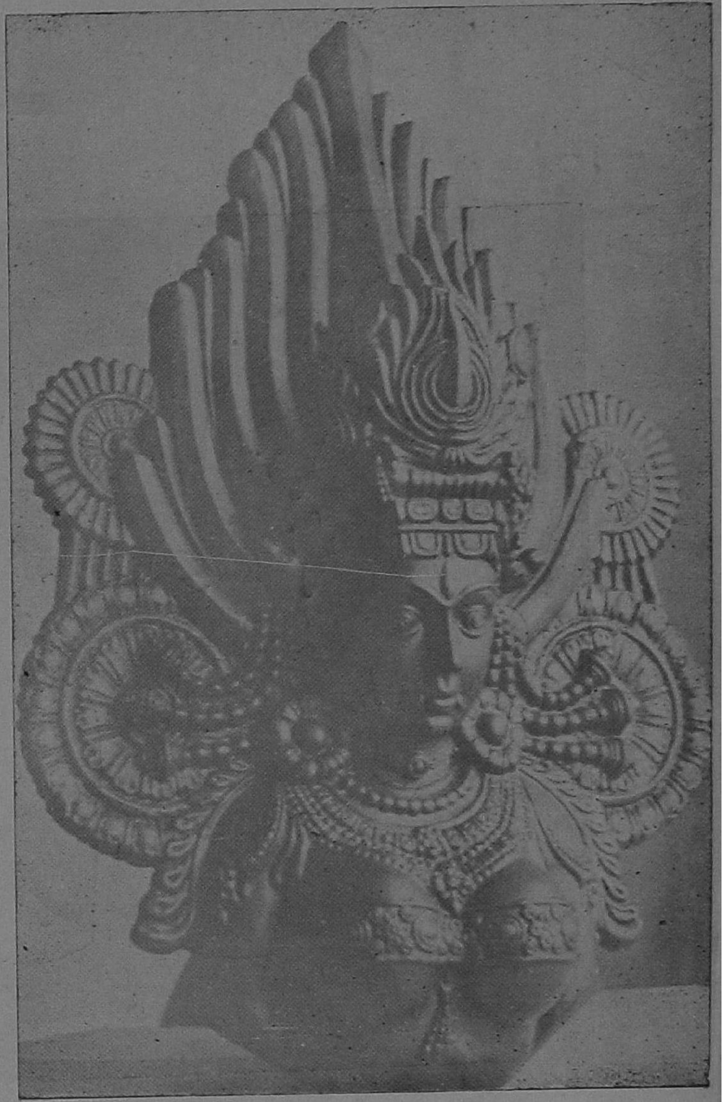
*Manipuri Dancer* (46-*A*)

*Ravana* (46-*A*)

*Jippy* (46-*B*)

*Rathi* (46-*A*)

(46-*A*)



*Kalika* (46-*A*)

*Traditional Mask* (46-*B*)

*Bharatha Nattiyam Dancer* (46-*B*)

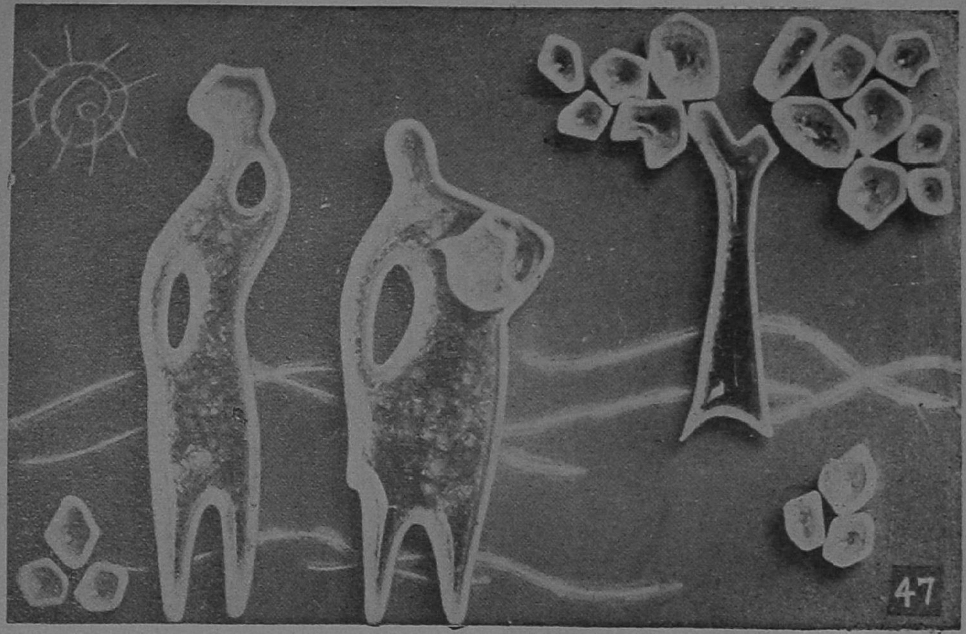
*Dummy Horse Dancers* (46-*B*)

# ART pottery

Simplicity of line, grace of form and dynamic harmony characterise the pottery of South India. We offer many varieties in traditional as well as contemporary designs.

*Flower Jar (Jasper)* (9-A)

*Statue "Wedded"* (9-A)





*'Wall Plaque' (Crackled Glaze)* (9-A)

*Flower Vase and Light Stand* (9-A)

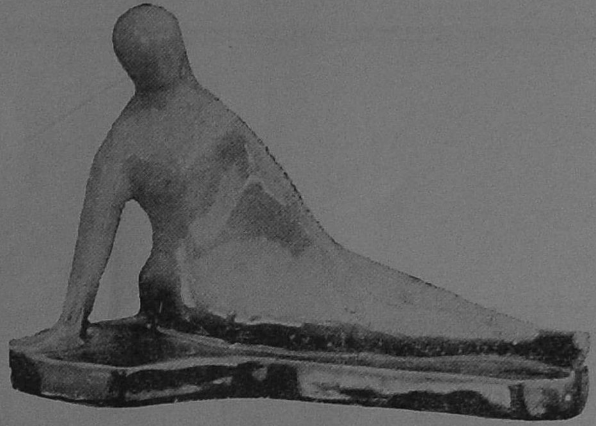
*Round Flower Vase—Hand Painted* (9-A)

*Statue* (9-A)

*Sivakami* (9-B)
*Porcelain Body—Metallic glaze*

*Ash Tray* (9-C)

*Ash Tray* (9-C)

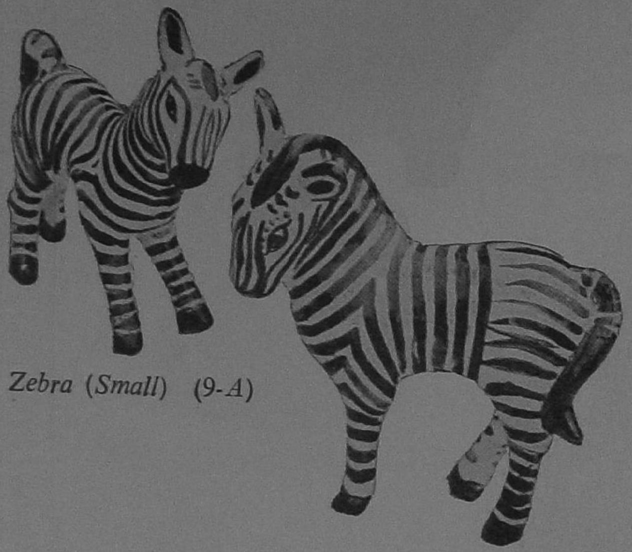


*Frozen beauty (Decorative Ware)* (9-A)

*Bowl* (9-C)

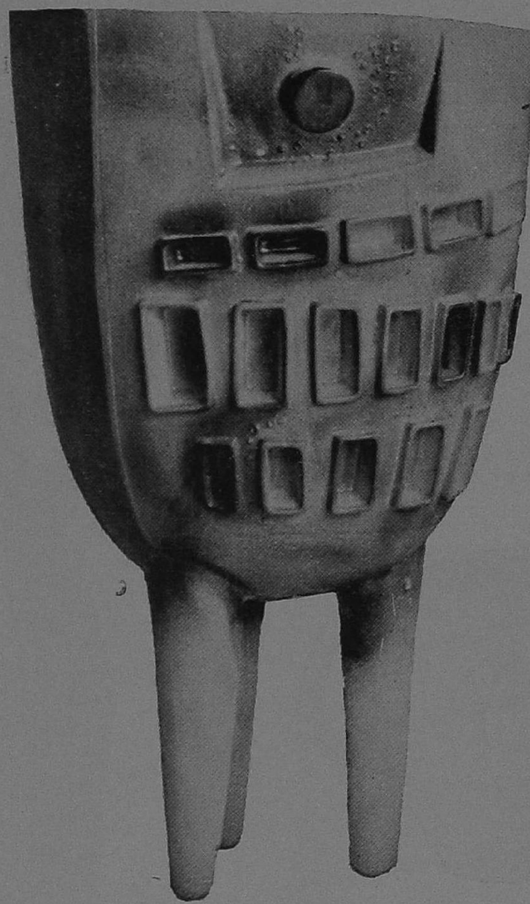
*Tea Set (Jasper)*
(15 *pieces*) (C-9)

*Thirumalai Horse (Porcelain ware)* (9-A)



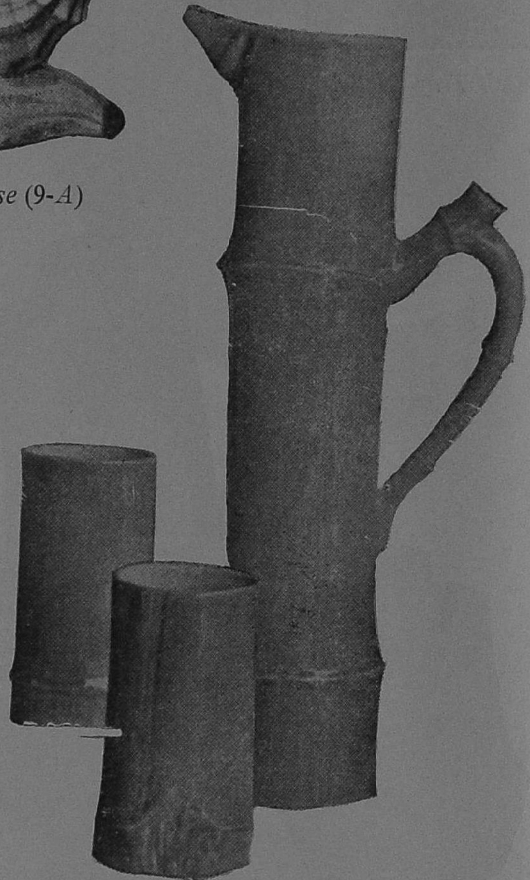
*Zebra (Small) (9-A)*

*Zebra (Big) (9-A)*



*Flower Vase (9-A)*

*Flower vase (9-A)*



*Lemon set (7 pieces) (porcelain)(9-C)*

## TOYS-HAND PAINTED PORCELAIN

# TAMIL NADU HANDICRAFTS CAN BE PURCHASED FROM THE POOMPUHAR SALES EMPORIA LISTED BELOW

1. Poompuhar Sales Emporium, 166-A, Anna Salai, *Madras*-600002. Phone 84821.

2. Poompuhar Sales Emporium, Railway Station Road, *Thanjavur*.

3. Poompuhar Sales Emporium, C-1, State Emporia Complex (Opp. Rivoli Cinema)-Baba Karag Sing Marg (Irwin Road), *New Delhi*-1.

4. Poompuhar Sales Emporium, Railway Junction, *Tirunelveli*.

5. Poompuhar Sales Emporium, West Bouleward Road, *Tiruchirappalli*.

6. Poompuhar Sales Emporium, Salem Town, *Salem*.

7. Poompuhar Sales Emporium, Big Bazaar Street, *Coimbatore*.

8. Poompuhar Sales Emporium, Main Road, *Dindigul*.

9. Poompuhar Sales Emporium, Bazaar, *Neyveli*.

10. Poompuhar Sales Emporium, *Mahabalipuram*.

11. Poompuhar Sales Emporium, 48, Commissory Bazaar, *Vellore*.

12. Poompuhar Sales Emporium, *Cuddalore Town*.

13. Poompuhar Sales Emporium, 88, East Moola-Avani Veethi, *Madurai*-4.

14. Poompuhar Sales Emporium, 5, Kuchery Road, Erode.

15. Poompuhar Sales Emporium, Supermarket Building, Ootacamund.

16. Poompuhar Sales Emporium Agents, c/o, Chetana Private Ltd., 34, Rampart Row, *Bombay*-1.